

MINUTES

MEETING OF THE BOARD OF DIRECTORS

PLANNING & EXTERNAL RELATIONS COMMITTEE

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

May 11, 2016

The Board of Directors Planning & External Relations Committee met on May 11, 2016 at 10:43 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Roberta Abdul-Salaam
Juanita Jones Abernathy
Robert L. Ashe III
Robert F. Dallas
Jim Durrett
Noni Ellison-Southall, *Chair*
Jerry Griffin
Freda Hardage

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 Administrative Officer LaShanda Dawkins (Acting); Chief Counsel Elizabeth O'Neill; AGMs, Elayne Berry, Wanda Dunham, Robin Henry, Benjamin Limmer, Ryland McClendon and David Springstead (Interim); Executive Director Ferdinand Risco; Directors Lyle Harris and Sherrie Johnson; 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, Jolando Crane, Jo Dennis, Abebe Girmay, Akio Turner.

Also in attendance were Pam Alexander, Ray Carini and Winston M. Simmonds of LTK Engineering; Ehrew Bingaman and Jim Schmid of HNTB; Jack Buckingham of MATC; Andrea Foard, Michael Meyer and Adiele Nwankwo of WSP/PB; John Kauffman of WABE Radio; Maggie Lee of Creative Loafing; Glen Waters of Connetics Transportation Group (CTG); Tom Weyandt of City of Atlanta.

Consent Agenda

- a) Approval of the April 12, 2016 Planning & External Relations Committee Meeting Minutes

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

Individual Agenda

Briefing – Comprehensive Operations Analysis (COA) Update

Mr. Waters briefed the Committee on the Comprehensive Operations Analysis (COA) draft final recommendations.

Goals

- Improve transit operations efficiency
- Identify alternative service strategies
- Attract "choice" riders and provide improved service to current riders
- Develop sustainable future service plans
- Connect communities

MARTA Today

- Only two distinct tiers of service
- Significant gap between rail and bus, in perception and reality
- Key COA objective: Rebrand bus network to attract "lifestyle" markets

Proposed Service Tiers

- Range of services to better fit regional travel needs
- Allows creation of easily-identifiable Frequent Network across service area

Specific Bus Recommendations

- 10 Arterial Rapid Transit (ART) Corridors
- 5 Express Routes
- 10 Community Circulators
- 17 Frequent Local Routes (15 minutes or less)
- 46 Supporting Local Routes (30 minutes or greater)

COA Estimated Operations and Maintenance (O&M) Cost

- Full implementation of COA recommendations represent a \$16,502,141 or 10.8% increase in the 2015 O&M operating cost

COA Estimated Capital Cost

- ART Enhancements - \$35,100,000
 - Include enhanced stops, shelters, real-time passenger information, and signal priority
- ART Buses (95) - \$29,450,000*
 - Cost represents the incremental cost* (\$310K) of articulated buses versus a typical 40 ft. bus (\$540K)
- Circulator buses (36) - \$4,320,000-\$10,800,000
 - Cost may vary (\$120K - \$300K) based on the type of vehicle purchased

Implementation

- Implementation of COA enhanced services will be prioritized based on identified funding, i.e., City of Atlanta ½ penny sales tax
- Cost neutral enhancements will be implemented in local jurisdictions without identified funding

Recommendations for MARTA

- Maintain at least the 10 minute headways or improve during peak periods
- Improve wayfinding
- Push forward with rail expansion

Recommendations for MARTA Mobility

- Provide supplemental services to address demand peaks
- One Stop Call Center
- Promote Department of Human Services coordination
- Work with local governments to improve sidewalks

Other Key Recommendations

- Add new maintenance facility in northern area of region
- Consider replacing current trip-based basic fare program with time-based

Next Steps

- Adoption of COA Recommendations
- Public Outreach
- Development of Transit Development Plan
- Implementation of Phased Approach
- Annual Update

Mr. Ashe asked what percentage of the O&M cost are personnel cost.

Mr. Waters said approximately 20%.

Mr. Griffin said the costs do not reflect Clayton County.

Mr. Waters said correct.

Mr. Griffin asked how will MARTA deal with the perception that Clayton County is not included in the COA.

Mr. Parker said MARTA can include an addendum that lays out the Clayton transit plans.

Mr. Griffin said that would be helpful.

Mr. Waters added that Clayton County will be in the Transit Development Plan.

Mr. Limmer said the COA is a “living document” and Transit Development Plan will be updated annually.

Mr. Ashe asked if the presented map is the bus system with COA.

Mr. Waters said yes, the map shows the busy system with full implementation of the COA.

Mr. Ashe requested incremental pictures that map what the bus system will look like.

Mr. Waters said the Committee will be provided with a supplemental handout that shows the system in three phases.

Mr. Dallas asked if ARC population growth predictions were considered.

Mr. Waters said yes.

Mr. Dallas asked about BRT.

Mr. Waters said BRT could be a part of ART. The initial step is to let routes prove themselves in ART.

Mr. Dallas said regionally many believe that BRT will serve everyone well. He asked if TOD is integrated in the COA.

Mr. Parker said to some extent MARTA wants to use the public process to help decide. Staff will present COA projects at the Board's next Work Session.

Resolution of the MARTA Board of Directors Adopting the Recommendations Contained in the Comprehensive Operations Analysis (COA)

Mr. Limmer presented this resolution for Board of Directors approval authorizing the General Manager/CEO to implement the recommendations contained in the COA.

On motion by Mr. Ashe seconded by Mr. Durrett, the resolution was unanimously approved with a vote of 7 to 0, with 7 members present.

Briefing – Clayton County One Year Update

Ms. Crane was provided the Committee a one-year update on the implementation of MARTA transit services in Clayton County.

Clayton County Service History

- Clayton County voters approve 1% sales tax referendum to join MARTA in November 2014
- Bus service implemented over three phases
 - Phase 1 - March 2015 (3 Routes)
 - Phase 2 - August 2015 (4 Routes)

- Phase 3 - December 2015 (2 Routes)
- Currently providing:
 - 28 buses serving more than 8,000 passenger trips each weekday
 - Over 500 hours and nearly 8,000 miles of service each weekday
 - Close to 100 operators dedicated to providing daily service

Clayton County Customer Satisfaction

- Conducted surveys onboard Clayton County routes
 - Phase 1 - Routes 15, 55, and 196:
 - March 24 - May 1, 2015
 - 470 Surveys
 - Phase 2 - Routes 191, 193, 195 and 196:
 - September 5 - October 22, 2015
 - 528 Surveys
- Onboard surveying was conducted seven days per week from 6 am to 9 pm
- Surveys show that less than 3% were *very dissatisfied*, approximately 33-38% were *very satisfied* and approximately 44-48% were *satisfied*
- A follow-up study will be conducted in May-June 2016

Clayton County Transit Amenities

- 538 bus stops
 - 228 are in incorporated areas
 - 310 are in unincorporated areas
- 10 shelters have been installed
- 9 shelters are proposed

Challenges and Opportunities

- Line Loads
 - Routes 195 and 196 experience crowding on select trips
 - Routes 191 and 192 have excessive capacity

- On-Time Performance
 - One route exceeding targeted on-time performance goal of 78.5% (193)
 - Two routes operating within 5% of on-time performance goal (15 & 196)
 - Two routes operating within 10% of on-time performance goal (55 & 195)
 - Two routes operating within 20% of on-time performance goal (191 & 194)
 - Two routes operating within 25% of on-time performance goal (192 & 800)

Next Steps

- Two Additional Routes
- 197-Valley Hill/Battlecreek
- 198-GA 138 Crosstown
- Potential Operations and Maintenance Facility
- High Capacity Transit

Mrs. Abdul-Salaam commended the MARTA team on the service in Clayton County. She asked if survey results are gathered anonymously.

Ms. Crane said yes.

Mrs. Abdul-Salaam said the people of Clayton County have said that the routes do not run frequently enough. They also ask when will Clayton County have Park & Ride lots, and when will they be able to buy Breeze cards from local retailers.

Mr. Parker said MARTA is working to address those concerns. Staff will bring forth MARTA's plans for Clayton County over the next year.

Mr. Ashe asked when will the Board receive an update on the Norfolk Southern Study.

Mr. Krisak said MARTA is meeting with Norfolk Southern later this month and will provide an update to the Board.

Briefing – Arts in Transit

Mr. Harris briefed the Committee on the revival and proposed expansion of MARTA's Art in Transit (AIT) Program.

Benefits of AIT

- Encourages ridership
- Improves perception of transit
- Conveys customer care
- Enhances community livability
- Improves customer experience
- Improves organizational identity
- Increases safety and security
- Deters vandalism

Existing Board Policy

- Originally Adopted in May 1979
- Administered by Arts Council
- Art in stations only
- Limited to \$50,000 per project
- No provisions for maintenance and preservation
- Limited to static artwork
- No policy updates since 1983

Current State of Art Assets – 38 Stations

- 1 - Removed
- 4 - Require Immediate Repairs
- 5 - Undergoing Standard Maintenance
- 7 - Need Specialized Treatment
- 9 - Slated for Rehabilitation
- 12 - Require General Cleaning & Touch Up

New Opportunities/New Approach

- Funding Commitment of up to 1 % of MARTA's Annual Capital Budget

- Restore & Maintain Existing Artwork Investments
- Develop/Install new assets
- Engage Community & Employees
- Focus on Transit-Oriented Development (TOD)
- Extend projects beyond rail stations
- Diverse, multi-disciplinary work and cultural performances
- Dedicate in-house program resources
- Focus on Functional Artwork
- Galvanize public/private sector support to advance MARTA long-term objectives

AIT Peer Agency Funding Review

- San Francisco MUNI – 2.0%
- Miami Dade Metrorail/MetroMover – 1.5%
- San Francisco BART – 1.0%
- New York City MTA – 1.0 %
- Los Angeles County Metropolitan – 0.5%
- SEPTA (Philadelphia) – 1.0%

Next Steps

- Board Adoption of Art in Transit Resolution – May 2016
- Selection of MARTA Arts Council Members – September 2016
- Hire AIT Program Manager – December 2016
- Develop Policies, Communications, Identify Stakeholders – March 2017
- Develop/Define Project List – April 2017
- Ongoing Assessment and Program Implementation – May 2017

Mrs. Southall asked what does MARTA have budgeted for overall station beautification.

Mr. Krisak said approximately 1%. MARTA does not have a large station upgrade budget.

Mr. Ashe said in the future he would like to see a value capture to address equity concerns. He added that MARTA should work with CIDs.

Mrs. Hardage said MARTA should also work with universities to provide art.

Mrs. Abdul-Salaam said this program could put MARTA in a position to apply for grant funding in the area of arts. The Authority will have to find creative ways to fund these projects.

Mr. Harris said that is the type of program MARTA envisions.

Mr. Ashe thanked Mr. Harris for his leadership of the AIT program.

Mr. Dallas asked about the Arts Council.

Mr. Parker said the parameters have not been developed. Staff will update the Board on the developments and request feedback.

Mr. Dallas said the Authority needs to emphasize partnerships for this program and that the program will increase use of MARTA.

Resolution of the MARTA Board of Directors Replacing MARTA's Board Policy on Station Art With an Art in Transit Policy

Mr. Harris presented this resolution for Board of Directors' approval authorizing MARTA's current Board Policy on Station Art, Reference Number 10.1.44, be replaced in its entirety with the Art in Transit Policy. The Art in Transit Policy will establish a comprehensive Art in Transit program that will integrate and incorporate high quality art and design, of both a temporary and permanent nature, into the MARTA system to improve patrons' experience and provide a sense of identity and vibrancy to the MARTA community and environment.

MARTA Board adoption will provide up to one percent (1%) of funding under the Capital Improvement Plan (CIP) budget for the next 10 years for the implementation of an expanded Arts in Transit Program.

Mr. Durrett said the language in the policy should be improved. He asked staff to consider adding that "MARTA will seek partnerships and collaborations".

Mr. Harris said duly noted.

On motion by Mr. Ashe seconded by Mrs. Abdul-Salaam, the resolution was unanimously approved by a vote of 7 to 0, with 7 members present.

Briefing – Bus Modifications for the August 6, 2016 Mark-Up

Ms. Crane briefed the Committee on the proposed bus modifications and scheduling of Public Hearings to review with the public.

Bus Modifications for the August 6, 2016 Mark-Up

- The MARTA Act and MARTA Service Standards require public input and consideration before bus and rail modifications are approved by the Board for implementation
- The route modifications were developed based on input and feedback from passengers, operators and communities as well as MARTA's ongoing service monitoring and evaluation to identify and pursue opportunities to enhance service
- The modifications have been designed to: expand service, improve service reliability (On-Time Performance), enhance safety, minimize perceived adverse impacts on communities, improve operational efficiency, and better tailor service to demand
- The public hearings will be conducted the week of May 16, 2016; following the May public hearings, the Board will be briefed of the results at a committee meeting in May and asked to vote on the route modifications for implementation at the June 2016 meeting
- August service modifications will affect the following bus routes:
 - Bus Route 3, 4, 13, 15, 51, 117, 125, 181, and 191
- Key Objectives:
 - Improve On-Time Performance and Schedule Adherence
 - Streamline Routes to Improve Travel Time
 - Simplify Alternating Trip Patterns
 - Tailor Service to meet Ridership Volume and Demand
 - Address Safety concerns
 - Address Community and Rider Input/Requests where Feasible

Route 3: Martin Luther King Jr. Drive/Auburn Avenue

- Discontinue underutilized segments
- Provide consistent routing Monday-Sunday

Route 4: Thomasville/Moreland Avenue/MTC

- Improve safety by making detour on Hargis Street permanent

Route 13: Fair Street/Mozley Park

- Improve safety and on-time performance by discontinuing operation across the railroad crossing at Chappell Road

Route 15: South DeKalb/Candler Road/Forest Parkway

- Improve safety by discontinuing operation across the railroad crossing at McDonough Street
- Provide bi-directional service along East Trinity Place

Route 51: Joseph E. Boone

- Improve rail connectivity with extension to HE Holmes Station as per COA recommendation
- Provide service to new Verbena neighborhood (Habitat for Humanity)

Route 117: Rockbridge Road/Panola Road

- Implement COA alignment recommendation that assumes Route 125 alignment to Avondale Station, providing continuous East-West corridor movement along North Decatur and Rockbridge Roads

Route 125: Clarkston/Northlake

- Implement COA alignment recommendation that assumes Route 117 alignment to Kensington Station, providing continuous North-South corridor movement along Montreal Road and North Indian Creek Drive
- Implement COA alignment recommendation that provides continuous through-movements along Montreal Road, Northlake Parkway and Lawrenceville Highway

Route 181: Buffington Road/South Fulton Park & Ride

- Restore service along Main Street between College Park Station and East Point Station to address customer requests

Route 191: Justice Center/S.R. 85-Riverdale Road/Jackson International Terminal

- Extend service to College Park Station to provide new rail connectivity
- Realign service to Taylor Road to eliminate alternating patterns and provide consistent routing throughout the day

Public Hearing Schedule

- When and Where: Three Separate Locations
 - Monday, May 16, 2016 at Clayton County Government Office Board Room
 - Monday, May 16, 2016 at Fulton County Government Center Conference Room
 - Thursday, May 19, 2016 at Maloof Auditorium
- Time:
 - 6pm Community Exchange
 - 7pm Hearing

Mr. Dallas asked why is a significant portion of Route 3 being discontinued.

Ms. Crane said the reason is underutilization. The portion of the route being discontinued is averaging about 1-2 people per trip.

Mr. Parker said the public comment period will allow people to voice their concerns about the route.

Mrs. Abdul-Salaam asked are there any plans for West Fayetteville Road.

Ms. Crane said MARTA proposed a flex plan that was met with great resistance, so it was put on hold.

Other Matters

Mrs. McClendon announced the following events:

- Atlanta Jazz Festival MARTA Mondays
 - May 9th Five Points Station 3pm – 5pm
 - May 16th Lakewood/Ft. McPherson Station 3pm – 5pm

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- May 23rd Midtown Station 3pm – 5pm
- Public Hearings on Proposed FY17 Budget and August Service Modifications
 - May 16th
 - May 19th
- Development Day – May 19th 8:30-10:30am
- Annual MARTA Police Awards Luncheon – May 19th 11:30am
- Articulated Bus Launch
 - May 23rd Five Points Station 10-11:30am
 - May 26th College Park Station 3-5pm

Adjournment

The Planning & External Relations Committee meeting adjourned at 12:04 p.m.