

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

June 2, 2016

The Board of Directors Planning & External Relations Committee met on June 2, 2016 at 10:33 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
Robert F. Dallas
Jim Durrett, *Chair*
Jerry Griffin
Freda Hardage

MARTA officials in attendance were: General Manager/CEO Keith T. Parker, AICP; Chief Operating Officer Richard A. Krisak; Chief Financial Officer Gordon L. Hutchinson; Chief Administrative Officer LaShanda Dawkins (Acting); Chief Counsel Elizabeth O'Neill; AGMs, Wanda Dunham, Ryland McClendon and David Springstead (Interim); Executive Director Ferdinand Risco; Sr. Director Donald Williams; Directors Onyinye Akujuo, Lyle Harris and Carol Smith; Managers Alisa Jackson, Ivelisse Matos 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, Robin Salter, Columbus Ussery and Nicholas Waters.

Also in attendance were Pam Alexander and Winston M. Simmonds of LTK Engineering; Donald Barber; Andrea Foard and Drew Pitman of WSP/PB; Allan Kobel; Lucy Saleh of A.D. King Foundation.

Consent Agenda

- a) Approval of the May 11, 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 4 to 0, with 4 members present.

Acknowledgement

Chairman Durrett acknowledged and welcomed Allan Kobel of Uganda, Africa.

Individual Agenda

Briefing – Connect 400 Transit Initiative Environmental Review

Mrs. Sidifall provided the Committee an update on the Connect 400 (GA 400) Transit Initiative being conducted by MARTA.

Background

- Current study effort started in 2011
- Completed Alternatives Analysis (2013)
 - Assessed a variety of alignments and technologies
 - Extensive community outreach
- Initiated Early Scoping Phase 1 (Fall 2013)
 - Identified GA 400 as the corridor of focus
 - Advanced Heavy Rail Transit (HRT), Bus Rapid Transit (BRT) and Light Rail Transit (LRT) for further consideration
- Continued Early Scoping Phase 2 (2014)
 - Additional community outreach
 - Eliminated LRT → Advance HRT and BRT
 - Concern of GA 400 east vs. west side alignment options

Current Status

- Initiated Draft Environmental Impact Statement (DEIS) March 2015
- Initiated Scoping Spring 2015
 - Public Meetings held to vet:
 - Alternatives under consideration
 - Purpose and Need
 - Environmental Review Process

- Initiated Technical Studies

Environmental Schedule

- Notice of Intent/Scoping – March-May 2015
- Prepare Draft Environmental Impact Statement (DEIS) – May 2015 through end of 2016
- Public Review of DEIS – Early 2017
- Prepare Final Environmental Impact Statement (EIS) and Record of Decision (ROD) – Spring/Summer 2017
- Federal Transit Administration (FTA) signs ROD – Summer 2017

Project Location

- 12 miles along GA 400
- Locally Preferred Alternative (LPA)
- Heavy Rail Extension
- East-West-East Alignment
- Five (5) transit stations are proposed at each of the following interchanges along GA 400:
 - 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
- Minimizes environmental and community impacts

Alternatives Considered

- Build Alternative 1 - Heavy Rail (LPA)
- Build Alternative 2 - BRT in same alignment as LPA
- Build Alternative 3 - BRT in Future GA 400 Managed Lanes

Station Location Planning

- Local Government and Landowners
 - City of Alpharetta
 - City of Milton
 - City of Roswell
 - City of Sandy Springs
 - North Fulton Community Improvement District (CID)
 - Duke Real Estate
 - Transwestern
 - North Point Mall
 - Avalon
 - Gwinnett Tech
 - Global Venture Capital
- Technical Analysis
 - Environmental Field Assessment
 - Ecology
 - Cultural Resources
 - Traffic
 - Other
 - Conceptual Engineering
- Preferred Locations
 - West crossover south of Spalding Drive
 - No crossover back to the east

- 5 west side stations/some potential ped connections to the east

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

Preliminary Ridership Forecasts (2040 Design Year)

- HRT – 40,000
- BRT in Exclusive Lane – 18,500
- BRT in Managed Lane – 17,600

Mode of Access Percentage (Daily Transit Trips)

- HRT – All Stations (Windward to North Springs, Including the BRT station at North Springs)
 - Walk – 18%
 - Park and Ride – 18%
 - Kiss and Ride – 36%
 - Bus Transfer – 28%
- BRT in Exclusive Lane – All BRT Stations
 - Walk – 10%
 - Park and Ride – 9%
 - Kiss and Ride – 15%
 - Bus Transfer – 66%
- BRT in Managed Lane – All BRT Stations
 - Walk – 12%
 - Park and Ride – 11%

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- Kiss and Ride – 13%
- Bus Transfer – 63%

Traffic Analysis

- Run ARC's Activity-based model to determine ridership
- Set up network
- Conduct intersection operations analysis at station location intersections and approaches
- Compare scenarios
- Propose mitigation options

Public and Agency Participation

- Meetings with Resource Agencies and Stakeholders
- Other Opportunities:
 - Kiosks at Corridor Locations
 - MARTA Community Bus
 - Website Information
 - Newsletters
- Public Meetings
- Social Media
- Focus on Special Populations

Next Steps

- Continue coordination with stakeholders
- Conclude conceptual engineering
- Complete ridership forecasts and traffic analysis
- Update cost estimates
- Prepare DEIS
- Brief MARTA Board

- Submit for FTA Review

Mr. Dallas asked if the ridership forecasts are based on riders per day.

Mrs. Sidifall said yes.

Mr. Griffin asked how will MARTA inform the public about the costs.

Mrs. Sidifall said MARTA has shared cost information with the public along the way. She added that costs may fluctuate with more details.

Mr. Parker said staff will also share more information about updated costs with the full Board.

Mrs. Abdul-Salaam asked how is the information presented to the public.

Mrs. Sidifall said through presentations and handouts. Once the project is finalized it will be made available to the public at meetings, public libraries and the MARTA website.

Briefing – Passenger Environmental Survey

Mrs. Matos briefed the Committee on the Passenger Environmental Survey (PES).

Background

- PES is an observational assessment of MARTA's customer environment that was first implemented by the Office of Research & Analysis in Fiscal Year 2010
- PES Audit measures four (4) service dimensions:
 - Cleanliness and Appearance
 - Functioning Equipment
 - Customer Information
 - Operations
- Collected on:
 - Rail Car
 - Rail Stations
 - Fixed Route Buses

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- Mobility Vans
- Audits performed weekdays
 - 3:00am - 6:00pm
- Results reported:
 - Daily, weekly, and monthly updates
 - Dashboards allow faster access to data
 - Failures reported within 24 hours with photographs

PES and Quality of Service Survey (QOS)

- QOS – MARTA's ongoing customer satisfaction study for more than 20 years
 - Intercept interviews with MARTA patrons
 - Measures satisfaction
 - 46 performance attributes
 - Demographics
 - 15 QOS performance attributes are audited by PES
- Compare PES data to QOS results:
 - Quantify improvements
 - Identify possible problem areas for auditing
 - High stakeholder engagement

Successful Collaboration

- Research & Analysis partnered with other MARTA departments to improve results:
 - Interior Bus and Rail graffiti
 - Overall system cleanliness
 - Elevators and escalators in good working condition
 - Cleanliness of elevators
 - Pest
 - Scratched vehicle windows
 - Electronic signage

Takeaways

- General environment experienced by customers impacts their level of satisfaction
- PES allows transit agencies:
 - to measure their systems from the customers' perspective
 - monitor changes in transit service over time to identify deteriorating conditions or to measure improvements
- In FY17, new technology will provide improved dashboards
- Expedites reporting, which enhances decision making process

Mr. Durrett said it is easy to focus on Rail/Bus On-Time Performance. It is also great to see attention focused on the quality of the customer's experience.

Mr. Dallas agreed. He added that cleanliness is so impactful to customers.

Mr. Griffin asked about MARTA's contract for signage.

Mr. Parker said MARTA cut cost by 2/3 and is waiting to hear from the State on whether or not the Authority received the grant.

Mrs. Abdul-Salaam asked if the PES audits the cleanliness and accessible of restrooms.

Mrs. Matos said yes.

Mrs. Abdul-Salaam asked what is MARTA's plan for its restrooms. She also asked how often are the restrooms cleaned.

Mr. Krisak said MARTA is going with automation and plans to put out a RFP. He added that across the system 18 restrooms are available – they are staffed and cleaned 2-3 times daily.

Mr. Parker said the 18 restrooms MARTA has open is more than most agencies of its size. He added that restrooms were closed due to recession. MARTA had to prioritize in reopening them.

Mr. Krisak said the automation pilot began at Lindbergh; presently, Decatur is close to finish and MARTA will work on East Point station next. He added the automation also helps with security.

Briefing – Awareness, Perceptions and Use of Uber and Lyft among MARTA Patrons

Dr. Salter briefed the Committee on the Awareness, Perceptions and Use of Uber and Lyft among MARTA Patrons.

APTA Study: Shared Mobility and the Transformation of Public Transit

- Methodology
 - Relationship of public transit to:
 - Bike and car sharing
 - Ride-sourcing services – Uber, Lyft
 - Seven cities:
 - Austin
 - Boston
 - Chicago
 - Los Angeles
 - San Francisco
 - Seattle
 - Washington, DC
 - Data sources:
 - Transportation Officials
 - Survey of shared mobility Users
 - Analysis of transit ridesourcing capacity and demand

APTA Study – Key Findings

- Shared Modes
 - Complement public transit, enhance urban mobility
 - Continue to grow in significance
- People
 - Use public transit
 - Own fewer cars

- Spend less on transportation overall
- Public Entities
 - Should engage to ensure that benefits are widely and equitably shared
- Paratransit
 - Public is eager to collaborate for improvement through new approaches and technology

APTA Study – Recommendations

- Make mobility the goal and change performance metrics
- Lay the groundwork for strong public-private partnerships and targeted investments in the mobility system, including public transit and shared modes
- Maintain accessibility and equity as central mandates for urban and regional mobility, especially with an evolving mix of public and private entities
- Extend fare integration and mobile payment to goals beyond smoothing farebox interactions, such as subsidy administration, mode-shift goals and gathering ridership data
- Keep information open and widely available for the broadest benefit
- Transform public transportation agencies into mobility agencies

MARTA Study: Multi-Agency Ride Sharing

- Methodology
 - Agencies collaborated on questionnaire design
 - MARTA
 - Intercepts
 - Online surveys
 - Metro
 - Online surveys
 - NJ Transit
 - Online surveys
 - BART
 - Online surveys

Awareness and Usage – MARTA Patrons

- 77% aware of app-based ride services
- 37% use app-based rides services in Atlanta
- When MARTA is an option
 - Use of app-based services combined with MARTA – 53% work trips
 - Use of app-based services instead of MARTA – 40% work trips; payer higher fare for speed
- When MARTA is not an option
 - Traveling beyond service area – 21%
 - Traveling before/after service hours – 21%
 - Typically leisure trips – 51% entertainment; 24% work

MARTA Study – Key Findings

- More than 1/3 of MARTA's ridership uses app-based ride services
- Top reasons for using an app-based service, either with or instead of MARTA
 - Shorter wait time
 - Faster travel time overall
 - More reliable than public transit
 - Only method of accessing MARTA
- Most trips on app-based service are:
 - Weekdays – 61%
 - AM or PM Peak – 46%
 - \$10.00 - \$14.99
- 84% of app-based service users are satisfied with Uber or Lyft
 - Drivers of satisfaction: speed, convenience, and customer service

Partnership Examples

- MARTA – Last Mile Campaign
 - Link to Uber from MARTA On the Go App

- Up to \$20 first ride
- PSTA – Direct Connect
 - Covers 50% of cost to/from transit system in designated zones
- WMATA
 - #DitchYourKeysDC – WMATA, Uber, Zipcar
 - Exploring paratransit opportunities
 - UberPool coverage expanded during Metro shutdown in March 2016
 - Exploring Lyft initiative
- NJ Transit
 - Uber in NJ positioned as a complement to public transit
 - Available in areas not covered by transit
 - An effective way to reach public transit
 - Claims that 23% of NJ trips are to/from rail stations

Mr. Dallas asked what is the difference amongst rail, bus, and mobility users' awareness.

Dr. Salter said awareness is probably higher amongst rail users, but staff will look into it and provide that information to the Board.

Other Matters

Mrs. McClendon announced the following events:

- Half Penny Sales Tax Meeting
June 2, 2016
6:30 – 8:30 pm
Helene Mills Senior Center
- MAX Program Atlanta Visit
June 5 – 10, 2016
- Transit Referendum Council Work Session
June 7, 2016
2:00 – 4:00 pm
Atlanta City Hall
- Dump the Pump Scavenger Hunt

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June 11, 2016
12:00 – 4:00 pm
Five Points Rail Station

- Zipcar Ribbon Cutting
June 15, 2016
10:30 – 11:30 am
Lindbergh Center Rail Station
- Dump the Pump Day
June 16, 2016
- Clayton Jurisdictional Briefing
June 21, 2016
7:00 pm
Clayton County Commission Building
- DeKalb Planning & Economic Development Committee Meeting
June 28, 2016
DeKalb County Government Building

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:46 a.m.