

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

November 5, 2015

The Board of Directors Planning & External Relations Committee met on November 5, 2015 at 10:31 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert F. Dallas
Jim Durrett
Noni Ellison-Southall, *Chair*
Jerry Griffin
Christopher Tomlinson

MARTA officials in attendance were: Chief Operating Officer Richard A. Krisak; Chief Financial Officer Gordon L. Hutchinson; Chief Administrative Officer Edward L. Johnson; Chief Counsel Elizabeth O'Neill; Chief of Staff Rukiya S. Thomas; AGMs, Wanda Dunham, Robin Henry, Ming Hsi, Ryland McClendon, David Springstead (Interim) and Donald Williams (Acting); Sr. Director Rhonda Briggins; Directors John Bayalis, James Biscoe (Acting), John Murdock (Interim) and Carol Smith; Managers Alisa Jackson and Ivelisse Matos; Executive Manager to the Board Rebbie Ellisor-Taylor; Sr. Executive Administrator Brenda L. Williams; Finance Administrative Analyst Tracy Kincaid. Others in attendance Davis Allen, Joyce Brown, Anne Marie Boyd, Denise Coleman, Nicholas Gowens, Don Lawrence, LaTonya Pope, Srinath Remala, Janide Sidifall and Dansby Wade.

Also in attendance Charles Pursley, Jr. of Pursley Friese Torgrimson; David Ates; Andrea Brooks of the *Atlanta Journal-Constitution*; Jack Buckingham of MATC; Georgia Lord; Tim Kassi of HNTB; Heather Stubbs.

Consent Agenda

- a) Approval of the October 1, 2015 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Griffin seconded by Mr. Durrett the Consent Agenda was unanimously approved by a vote of 4 to 0, with 4 members present.

Individual Agenda

Briefing – FY16 Research and Analysis Project Update

Mrs. Matos briefed the Committee on the FY16 Research and Analysis Customer Research Projects to Enhance Rider Experience.

The Year of the Customer

- The Office of Research and Analysis (R&A) has declared FY16 as the Year of the Customer and is focusing on identifying actions that could have minimal costs but produce positive impacts on overall customer satisfaction with MARTA
- Research & Analysis's goal is to meet the needs of internal and external customers by
 - Finding actionable solutions to enhance bus, rail, and mobility service;
 - Determining factors that supports a positive experience which will lead to happy MARTA riders;
 - Which should improve customer satisfaction scores and retention

R&A Measured Observations

- Passenger Environment Survey shows improvement in:
 - Cleanliness
 - Functioning Equipment
- Bus OTP has improved 11% since FY11
- Added service with an increase in ridership of 5.3% while other transit agencies has seen decreases over the past year
- Quality of Service Study
 - Customer Satisfaction has seen modest fluctuation in recent years
 - Slight increase for FY15
 - Increased service
 - Improvements in attribute scores
 - Ridership

FY16 Targeted Research Studies

- Met with other departments to identify possible areas for improvement

- Two of the topics studied:
 - Customer Transfer Behavior and Satisfaction
 - Wayfinding

Customer Transfer Behavior and Satisfaction

- Met with Bus/Rail Operations and Planning to find ways to improve connectivity between modes
- Interviewed customers about their transfer experience
- Findings:
 - Strengths - easy and convenient
 - Criticisms - can be frustrating, time-consuming
- Operations is scheduled to pilot a program to alert bus operators of approaching trains

Wayfinding

- A Wayfinding System is a series of directional and destination signs installed throughout a system to guide travelers to popular destinations and services
- Join efforts between Transit Planning System, Architecture, Marketing, Government Relations, Operations Support Services, and IT
- Phase I - Audit of placement and condition of signage at all 38 stations
- Phase II - Customer Feedback
 - Larger Signage with updated information
 - Inclusion of more detail on how to get to point of interest
 - Better lighting

Next Steps

- Continue to be the information source to internal and external partners by gathering and analyzing data that will enhance the decision making process
- Monitor industry innovations that could have a positive impact on customer satisfaction
- Continue measuring customer satisfaction and the impact new initiatives have on their perception of MARTA

Mr. Tomlinson asked if other transit providers be involved in the program to alert bus operators of approaching trains.

Mr. Krisak said the pilot will be at Lindbergh station. If the pilot goes well, MARTA hopes to expand the program.

Mr. Dallas asked about the distance of signage from rail stations.

Mrs. Matos said the signage is typically no further than one block from a station.

Mr. Dallas said having signage within ½ mile of station may encourage ridership.

Mrs. Matos said Research and Analysis is working with Planning on that. Customers have expressed that they would like to see signage from the highway.

Mr. Williams added that MARTA is also working with Atlanta Regional Commission.

Mr. Dallas asked who will pick up the costs.

Mr. Williams said MARTA will present to the Technical Coordinating Committee for feedback.

Mr. Griffin said he received compliments to MARTA from recent visitors on the cleanliness of the Authority's buses and trains.

Briefing – Atlanta Regional Commission Regional Plan Update

Mrs. Sidifall briefed the Committee on the status of the Atlanta Regional Commission (ARC) Regional Plan Update.

What is the Regional Plan?

- Atlanta region's long-range plan update for land development and transportation needs
- Serves as both the Regional Development Plan (RDP) and Regional Transportation Plan (RTP) for the Atlanta region
- Supported by the Regional Assessment which identifies and confirms the region's needs

- Identifies comprehensive approaches to accommodate economic and population growth that will occur over the next 25 years
- Required by Georgia Planning Act of 1989 and MAP-21

Role of the ARC

- Official planning agency under state law for the 10-county region (Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties, as well as the City of Atlanta)
- Designated Metropolitan Planning Organization (MPO) for the 20-county Atlanta area (the 10-county region in addition to Forsyth, Paulding, Coweta and portions of Dawson, Barrow, Walton, Newton and Spalding counties), responsible for carrying out the federally required metropolitan transportation planning process
- Responsible for long-range population and employment forecasts
- Responsible for air quality conformity

Why Update the RTP?

- Demographics: Fast-Growing and Fast-Changing Population
 - 7th highest growth in the nation – 236,000 new residents since 2010
 - More than 13% of metro Atlanta's population was born in a different country
 - Approximately 29% of metro Atlanta's population is under the age of 20; one of the highest concentrations in the nation
 - Region is forecast to add more than two million new residents between now and 2040
 - Increased diversity – by 2040 the percentage of non-Whites in metro Atlanta will be 60%
 - By 2040, 1.5M (or 19%) of the metro Atlanta residents will be 65+
 - Traffic congestion – metro Atlanta ranks 7th in the nation for the amount of money spent sitting in traffic

The Region's Plan Vision

- In 2014, the ARC Board adopted a planning framework for The Region's Plan update that focuses on a threefold vision:
 - World-Class Infrastructure

- Comprehensive transportation network, incorporating regional transit and 21st Century technology
- Secured, long-term water supply
- Innovation Economy
 - Building the region as a globally recognized hub of innovation
 - Developing a highly educated and desired workforce, able to meet the needs of 21st Century employers
- Healthy, Livable Communities
 - Promoting health, arts other aspects of a high quality of life
 - Developing additional walkable, vibrant centers that support people of all ages and abilities

Constrained Project List Development

- Premium Fixed Guideway Transit
 - Vision supports economic competitiveness by improving access to job centers
- Managed Lane
 - Vision supports reliable trips and transit expansion

MARTA's Role in the Process

- Participate in the development and approval processes through our vote on TAQC and TCC
- Provide project information for scope, schedule and budget updates
- Review recommendations and documentation and provide feedback
- Support the public review and comment process
- The Plan includes MARTA's three planned expansion projects: I-20 East, Clifton Corridor, and GA 400 - as well as a placeholder for high capacity transit in Clayton County

Next Steps

- Sponsor review and feedback
- Final recommendations and documentation

- Draft plan released for public review and comment (November 20)
- Plan adoption and approvals (February to March 2016)

Briefing – MARTA's 2016 Legislative Guidelines

Mr. Bayalis briefed the Committee on the proposed guidelines for the upcoming 2016 Legislative Session.

Financial

- Dedicated Transit Funding
 - HB 170 made available to individual counties the option to call for local referendums on TSPLOST packages for up to one additional penny
 - MARTA seeks to refine this language to provide counties that are currently part of the Authority the option of diverting ½ of that penny to system expansion projects
 - This language would also have to carve out exclusivity for that ½ penny to match the lifetime of the MARTA penny (currently on record through 2057)
- Reinstitution of the Motor Fuel Tax Exemption
 - MARTA had long enjoyed exemptions from paying traditional motor fuel taxes prior to the 2015 legislative session
 - With the focus squarely on raising the billion dollars needed for its transportation funding package, the Assembly chose to not renew the exemption for motor fuel taxes on transit systems and, as such, it expired on June 30, 2015
 - The removal of this exemption costs MARTA approximately \$3.1M per year
 - In coordination with counterpart systems throughout the state, MARTA will seek legislation to renew this
 - GTA will be spearheading change

Concessions

- Concessions Services
 - MARTA is requesting authorization to obtain concession services through various competitive procurement processes

- MARTA is seeking to require Board approval for only concessions contracts with a value greater than \$200,000

Legal Issues

- Customer Wayside Intrusion Standardization
 - Current code regarding "wayside infractions" (patron intrusions on rail tracks) is inconsistent across MARTA jurisdictions
 - MARTA will request a legislative fix that creates both a fine option and a jail time option, depending on the level of offense, for MARTA police to better enforce such infractions in a uniform fashion

Mr. Griffin asked about coordination with MARTOC.

Mr. Bayalis said MARTA plans to formally engage with MARTOC by the end of the year.

Mr. Dallas suggested that MARTA meet with Chairman Taylor immediately following adoption of the legislative agenda.

Resolution Adopting Legislative Guidelines for the 2016 Georgia General Assembly

Mr. Bayalis presented this resolution for Board of Directors' approval authorizing the 2016 MARTA Legislative Guidelines be adopted as those items which the Authority seeks to have addressed during the upcoming 2016 Legislative Session.

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

Other Matters

Mrs. McClendon announced the following event:

- Meet MARTA Police Day & Self-Defense Informational Class
Saturday, Nov. 14, 10 a.m.-11 a.m.
Adamsville Recreation Center

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:17 a.m.