

## MINUTES

### MEETING OF THE BOARD OF DIRECTORS

#### PLANNING & EXTERNAL RELATIONS COMMITTEE

#### METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

July 28, 2011

The Board of Directors Planning & Development Committee met on July 28, 2011 at 10:04 a.m. in the Board Room on the 6<sup>th</sup> Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

#### **Board Members Present**

Robert L. Ashe, III  
Harold Buckley, Sr.  
Frederick L. Daniels, Jr.  
Jim Durrett, Chair  
Roderick E. Edmond  
Noni Ellison-Southall

MARTA officials in attendance were: General Manager/ CEO Beverly A. Scott; Deputy General Manager/COO Dwight A. Ferrell; Chief Business Support Services Theodore Basta Jr.; AGMs Davis Allen, Tara Balakrishnan (Acting), Anton Bryant (Acting), John Crocker (Acting), Deborah Dawson, Wanda Dunham, Joseph Erves (Acting), Georgetta Gregory, Jonnie Keith, Ryland McClendon, Elizabeth O'Neill and Gary Pritchett; Sr. Director Johnny Dunning, Jr.; Directors Cynthia Moss Beasley, Sharon Crenchaw, Lowell "Rip" Detamore, Reginald Diamond, Scott Haggard, Lyle Harris and Carol Smith; Managers Tony Griffin, Roosevelt Stripling, Marvin Toliver and Denise Whitfield. Executive Manager to the Board Rebbie Ellisor-Taylor; Executive Administrator Renee Willis; Finance Administrative Analyst Tracy Kincaid. Others in attendance Alphonse Eugene, Anthony Pines and Robin Salter.

Also in attendance Charles Pursley, Jr. of Pursley of Pursley, Lowery & Meeks; Matt Pollack of MATC; Jim Brown of URS Corp.

#### **Approval of the May 31, 2011 Planning & Development Committee Meeting Minutes and the June 20, 2011 Customer Development Committee Meeting**

On motion by Mr. Ashe seconded by Mr. Buckley, the minutes were unanimously approved by a vote of 4 to 0, with 4 members present.

**Briefing – FY 2012 Fare Media Update**

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Mr. Griffin presented a FY 2012 Fare Media Update – the materials and medium that will be used to effectively communicate the Board-approved fare increases effective October 2, 2011. The Authority will communicate the following changes to Breeze: (1) stored balance maximum will increase to \$300 from \$100 and (2) Breeze tickets will no longer be sold at RideStores. All of MARTA's usual communication channels will be used in addition to newspaper and radio. While initial communications commenced following Budget approval, fare changes communication will commence August 15, 2011.

*Electronic Media*

- MARTA Website
- Social Media
- Signpost (electronic signs in stations)
- Emails
- TV screens on trains

*Printed Materials*

- Seat drops/flyers
- Fare cards in stations
- RideStore signs/posters
- Reduced fare booklet
- System maps
- Bus stop panels
- Rail & Bus schedules
- Mobility fare cards
- Mobility postcards
- Transit Times publication

*Audio Messages*

- Bus & Rail announcements
- Message on x.5000 call center number

*External Media*

- Press Releases
- Newspaper ads

- Radio announcements

**Briefing – 2010 Transportation Investment Act (TIA) and Referendum Campaign Update**

Mr. Haggard briefed the Committee on the 2010 Transportation Investment Act (TIA) and Referendum Campaign.

- The next meeting of the Atlanta Regional Roundtable's Executive Committee is scheduled for August 4<sup>th</sup> – 9:00 a.m. at the Atlanta Regional Commission (ARC)
- The Committee met on July 21<sup>st</sup>, following a longer meeting of the full Roundtable on July 7<sup>th</sup>
- At the request of the Executive Committee, ARC staff produced a “semi-constrained” list of projects, totaling approximately \$12B, which it released on July 7<sup>th</sup>
- ARC staff further released three scenarios at the July 21<sup>st</sup> meeting, which were produced according to a highway-emphasis approach, a balanced approach and a transit-emphasis approach
  - The Executive Committee has yet to discuss these scenarios at any public meeting
  - From a transit prospective, the projects are somewhat different from the ones contained in the original July 7<sup>th</sup> semi-constrained list – for example, the Clifton Corridor Project, which was contained in its entirety (\$1.1B), was pared back to no more than \$50M in the three scenarios; additional variations occur throughout the lists
- At the July 21<sup>st</sup> meeting, the Executive Committee directed the staffs of the various agencies to meet and make recommendations regarding some of the technical and financial assumptions built into the cost estimates for the projects – a meeting was convened on July 27<sup>th</sup> of the technical staffs for this purpose
- The Executive Committee has only two meetings (August 4<sup>th</sup> and 11<sup>th</sup>) remaining prior to August 15<sup>th</sup>, which is the date by state law that it must approve a draft project list that would be taken out for public comment
- Both Fulton and DeKalb Counties have held public meetings seeking input on the project lists – more frequent public meetings are expected following approval of a draft project list

## **Planning & Development Committee**

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- Fair Share for Transit issued a white paper suggesting that about \$4B of the available TIA funds go to transit projects, reflecting 66% of the available total – although this is only about 25% of all the funds that would be available for transportation over the next 10 years once motor fuel taxes and Federal highway matching funds are factored in
- MARTOC Chairman Mike Jacobs and Subcommittee Chair Lynne Riley held a MARTOC Governance Subcommittee hearing on June 23<sup>rd</sup>, where they heard from WMATA representatives on the variable-based fare issue
- A MARTOC Infrastructure Subcommittee hearing was held on July 13<sup>th</sup>, where committee members heard from MARTA regarding its requests for State of Good Repair projects in the TIA list
- At the July 7<sup>th</sup> Roundtable meeting, Chairman Jacobs stated that he expected a draft bill regarding governance would be circulated by the end of July, however MARTA has not seen any legislation as of yet

Dr. Scott commented that the meeting at ARC is not to discuss the advancing of projects but more so to frame policy. Questions need to be answered: What is the long-term transit program? When can another referendum be anticipated? This is to set up policy building blocks and to understand the dollars. Basic framing of the financial side has not been apparent. The Committee is down to three weeks without having this guidance.

Mr. Daniels ask if I-285 out to Wesley Chapel is still on the list.

Mr. Haggard said heavy rail out to Wesley Chapel is still on the list for consideration.

Mr. Durrett commented that this is an unfortunate situation of timing but MARTA is in a better position since it already started this work.

### **Briefing – FY 2011 Quality of Service Semi-Annual Presentation**

Ms. Smith briefed the Committee on the results of MARTA's FY 2011 Semi-Annual Quality of Service (QOS) Survey, July-December 2010.

- This time period includes the initial impacts of the major service reductions and fare increase that were implemented in the Fall of 2010

- This semi-annual presentation of General Rider Survey, addresses overall customer satisfaction, loyalty and the analysis of over 40 service attributes
- MARTA's perceived performance is rated in six (6) service dimensions: Cleanliness, Customer Service, Employee Performance, Mechanical Reliability, On-Time Performance and Safety
- Results are used to track changes in customer opinions and demographics

*General Rider Survey Data Collection*

- Information gathered over first two quarters of FY 2011
- Face-to-Face interviews with riders on MARTA rail and fixed-routes bus service
- Total of 5,309 interviews conducted over the survey period
- Reliability: +/- 1.34% at 95% confidence level

*Source of MARTA Ridership*

- About nine out of ten MARTA passengers (88.9%) live in MARTA's service area, a slight decrease in service area ridership of 0.3% since FY10
  - City of Atlanta – 37.9%
  - DeKalb County – 34.5%
  - Unincorporated Fulton County – 16.5%

*Customer Satisfaction* has declined during the first six months of FY 2011, as expected with major budget and service levels reductions, compared to FY 2010 results

- Overall Customer Satisfaction has decreased by 2.4% and Customer Loyalty has decreased by 1.2%
- Bus Service Satisfaction declined by 0.5% (from 80.2% to 79.75%)
- Rail Service Satisfaction increased by 1.3% (from 83.2% to 84.5%)

*Nuisance Behavior* – “customer behavior which may be disturbing to others but not necessarily illegal, though probably against MARTA rules of conduct”

- 20.9% of MARTA bus riders reported that they had witnessed disturbing behavior by other passengers on the bus within 30 days of their interview
- Three out of ten (28%) rail riders responded that they had witnessed disturbing behavior by other passengers within the same time period
- Both bus and rail scores have decreased by 0.6% and 3.1% respectively
- Less than one (1) percent of patrons on the bus (0.2%), on the train (0.6%) and at stations (0.2%) said that they had been victims of a crime within 30 days of their interview
- The Office of Research & Analysis will continue to monitor the customer behavioral impacts to determine if the recent reduction of front line staff has had an impact on the overall quality of the customer experience

*Passenger Environment Survey (PES)*

- What is PES?
  - PES takes a passenger-centric approach by measuring service performance from the customers' perspective
  - NYCT (1983) and BART (1990s) programs
  - Five transit environments: fixed-route buses, Mobility vans, rail cars, rail stations and parking
  - More than 100 service indicators in 4 categories: cleanliness, customer information, functioning equipment and public announcements
- PES provides an objective and unbiased approach to assessing various aspects of daily service delivery
  - Use of neutral hand-held data collection workforce that report directly to a central performance measurement unit
  - Use of consistent measurement standards across all operating and support divisions
  - Use efficient data collection methods through dedicated surveyors and sampling process

- PES & QOS Integration
  - Identify realistic service needs and use resources more efficiently by combining what customers think (QOS) with valid observations on how MARTA is doing (PES)

*Next Steps*

- Starting in FY 2012, fully implement PES and provide:
  - Answers to questions arising from QOS customer input
  - Assistance to Operations and Support Departments in pinpointing specific areas requiring attention
  - Positive impact on the attainment of higher customer satisfaction scores in selected areas
  - Semi-annual progress reports on QOS customer ratings and PES service delivery performance

**Other Matters**

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Mrs. McClendon announced the following external meetings:

- August 4 – Regional Roundtable Executive Committee
- August 8 – TIA Community Briefing
- August 11 – Regional Roundtable Executive Committee
- August 11 – Fulton County TIA Informational Meeting (Tentative)
- August 15 – General Assembly Special Session begins (15 days scheduled)
- August 16 – DeKalb County Jurisdictional Briefing
- August 17 – Fulton County Jurisdictional Briefing

**Adjournment**

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The meeting of the Planning & Development Committee adjourned at 11:24 a.m.

Respectfully submitted,

  
Kellee N. Mobley  
Senior Executive Administrator to the Board