

**MINUTES**  
**MEETING OF THE BOARD OF DIRECTORS**  
**PLANNING & EXTERNAL RELATIONS COMMITTEE**  
**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**  
**April 25, 2019**

The Board of Directors Business Management Committee met on April 25, 2019 at 9:39 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**

Roberta Abdul-Salaam  
Robert L. Ashe, III, Chair  
Roderick E. Edmond  
William 'Bill' Floyd  
Roderick A. Frierson  
Ryan C. Glover  
Jerry Griffin  
Freda B. Hardage  
Rita A. Scott

MARTA officials in attendance were: General Manager/ CEO Jeffrey A. Parker; C-Suite Team Members Chief Administrative Officer Luz Borrero, Deputy Chief of Police Joseph Dorsey, Chief Financial Officer Gordon L. Hutchinson, Chief Counsel Elizabeth O'Neill, Chief of Capital Programs, Planning & Innovation Franklin Rucker and Chief of Rail Operations David Springstead; AGMs LaShanda Dawkins, Virgil Fludd, David Petrisky (Acting), James Siebert (Interim), Don Williams (Acting) and Tom Young (Interim); Chief Information Security Officer Dean Mallis; Executive Director Paula Nash (Interim); Senior Director George Wright; Directors Jonathan Hunt, Addi Matthew (Acting), Pat Minnucci (Acting) and William Taylor; Manager Stephany Fisher; Sr. Executive Administrator Kenya Hammond; Department Administrators Debra Oliver and Demeka Wallace. Others in attendance Hunter Abel, Sheila Brunson-Jackson, Adrien Carter, Jolando Crane, Abebe Girmay, Eric Leach, Linda Lee, Kristopher Mattson, Courtne Middlebrooks, Eric Peterson, LaTonya Pope, Tracie Roberson, Akio Turner and Ryan Vansickle.

Also in attendance Claudia Billotto of WSP, Peter Bruno, Rob Ross of Kimley-Horn, Jim Schmidt and Victoria Wheeler of HNTB, Debra James of CDM Smith, Sid Sparks of SL King Tech and David Wickert of The AJC.

**Approval of the March 28, 2019 Planning & External Relations Committee Meeting Minutes**

On motion by Dr. Edmond seconded by Mrs. Hardage, the minutes were approved by a vote of 5 to 0, with 7 members present.

Mr. Frierson and Mr. Griffin abstained.

**Briefing – Bus Stop Amenities Program Overview and Request for Authorizations to Award**

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Mr. Williams presented an overview on MARTA's bus stop amenities program to install 1,000 bus stop shelters and benches within a five (5) year period.

Bus stop shelters and benches will add seating, protect MARTA patrons from weather conditions and improve passenger waiting conditions.

In order to conduct the amenities program, two (2) procurements are needed:

- Single-source for supply of bus shelters, benches, leaning rails and other amenity items and an
- RFP for survey, design, construction, and repair work

**Single-Source Award to Supply Amenities**

- Vendor: Tolar Manufacturing
- Cost: \$7,109,795
- Benefits: only vendor for MARTA's standard bus shelter – allows efficient maintenance program with compatible parts

Dr. Edmond asked if any objective standards are being used to determine where bus shelters are needed.

Mr. Williams said Yes. MARTA have service standards that analyze the number of passenger boardings per day. Bus shelters, benches and other amenities are considered for installation based upon twenty-five (25) boardings per day, per site.

Dr. Edmond asked does MARTA have data that may be used as a benchmark to identify where bus shelters and benches are needed. He asked if shelters are built equally within all jurisdictions.

Mr. Williams said staff took inventory of sites qualified for bus shelters and benches. The team is currently working with local government to identify and implement installation throughout all jurisdictions.

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Mr. Frierson asked are there any considerations regarding the environment of bus shelter installations. He said in DeKalb County near Fieldgreen Drive and South Hairston Road, there are no shelters. Patrons sit on the marquee or walk to the nearest residence and stand under the resident's porch to avoid the rain. Although, the stop may not have a lot of activity, the lack of shelters and benches is inviting patrons to resident's personal property.

Mr. Williams said yes. MARTA considers if bus stops are located near senior citizens facilities, hospitals and other problematic areas. Recently, the Authority is analyzing areas that have low ridership in suburban, urban and rural areas.

Mr. Floyd said the bus amenities presentation mentioned solar kits. He asked how are the solar kits used.

Mr. Williams said solar kits are used as lightening providing clear indication to bus operators from passing up passengers who may not be seen.

Mr. Floyd asked will all new shelters install solar kits.

Mr. Williams said the overall goal is to provide each shelter with solar kits, especially in areas known to have poor lightening.

Mr. Floyd asked if MARTA considered installing digital boards to inform patrons of arriving and departing buses.

Mr. Williams said yes. Installing bus arrival and departure notifications is part of the Bus Amenities Program and overall goal. The Bus Amenities Program is a program of different elements that will improve customer communication as well as improve the customer's experience.

Mr. Griffin asked if MARTA's service standard have been adopted by the Board.

Mr. Williams said as part of MARTA's upcoming service standards, staff will incorporate the amenities program and service standards to become part of the Authority's annual update.

Mr. Griffin said Clayton County has raised a question regarding construction of shelters by private entities. He asked if local churches are allowed to use their own funding to request bus shelter installations within their jurisdiction.

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Mr. Williams said yes. MARTA collaborates with local jurisdictions in terms of installing shelters and benches. The Authority would provide design service standards, but the church may request to customize the standards to their liking.

Mr. Griffin asked when constructing bus shelters with communities are Community Improvement Districts (CID's) allowed to perform the work if a permit is in place.

Mr. Williams said yes, local government will be responsible for maintenance.

Ms. Abdul-Salaam asked if Clayton County was included in the 1,000-bus shelters and benches installation.

Mr. Williams said the 1,000-bus installation includes Clayton County. He said MARTA is also working on fast track improvements for Clayton County which includes installation of five (5) bus shelters by September 2019.

Ms. Abdul-Salaam asked if the fast track improvements was included in a new advertising deal.

Mr. Williams said the fast track improvements is part of a twenty (20) bus shelter initiative. The idea is that MARTA will come back and add the twenty (20) shelters to the overall 1,000 shelters.

Ms. Abdul- Salaam said approximately a year ago, the Board received a projected timeline with potential shelter locations. She asked has the timeline been modified.

Mr. Williams said there is a new schedule for Clayton County and fast track improvements.

Mrs. Hardage said in Fulton County, several local businesses have come and renovated or purchased various properties. MARTA has been able to negotiate bus stops as a part of their closing package. Occasionally, cities or counties within the jurisdiction set standards and build bus stops according to their standards. Each city or county has a standard that they want to utilize. It's an excellent way to conduct business and MARTA welcomes the standards.

Mrs. Scott asked if there is a list of locations for the installation of 1,000 bus shelters.

Mr. Williams said yes. MARTA staff has a list for the sites that qualify for bus shelter installation and a copy can be provided for your review.

Mrs. Scott said she would like to have a copy.

Mrs. Hardage asked Mr. Williams to provide a copy which would be distributed to the Board during the Board Retreat.

**Resolution Authorizing Award of a Contract for Single Source for Procurement of Bus Stop Amenities**

Mr. Williams presented a resolution authorizing the General Manager/CEO or his delegate to enter into a five (5) year Single Source Contract with Tolar Manufacturing Inc., for the purchase of bus stop amenities in the amount of \$7,109,725, RFP P44002.

Mr. Griffin asked if another proposal was submitted for RFP P44002.

Mr. Williams said no. There was a different RFP that focused on installation of bus shelters which received several proposals.

Ms. Abdul-Salaam asked if Tolar was the sole-source vendor listed in the contract.

Mr. Williams said yes. Tolar is listed as the sole-source vendor and has been with MARTA in terms of advertising shelters since 2007.

Ms. Abdul-Salaam said service standards were mentioned in the presentation. Since 2015, Bishop Donald Battle has been seeking to build bus shelters in Clayton County. He was told to postpone until specs were received. She asked would specs come from Tolar Manufacturing.

Mr. Williams said yes. Tolar Manufacturing will provide specs to Clayton County.

Mr. Ashe asked does the single-source contract include a DBE Component.

Mr. Williams said the contract does not include a DBE component. MARTA has an overall goal of 30% and will reach the goal through the installation process.

Mr. Ashe asked if the awarded contract amount of \$7,109,725, the DBE participation and the installation contract would be enough to bring the overall to 30%.

Mr. Williams said yes. The contract amount, the DBE participation and the installation contract would bring the overall to 30%.

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Mr. Ashe asked when will the installation contract be presented to the Board.

Mr. Williams said staff is in the process of finalizing the evaluation and selection process and is seeking to present to the Board May 2019.

Mr. Ashe asked is there any reason why the Board can't approve both contracts at the same time.

Mr. Williams said no. In the RFP process, staff has not finalized the evaluation of the several proposals.

Mr. Ashe said to ensure that MARTA is satisfying the DBE component can the Board hold the RFP contract for a month and vote on both contracts together.

Mr. Rucker said in order to get out front with the fabrication, the goal is to begin installation by August 2019.

Mr. Floyd asked if the 30% goal is not met in a month would it change the single-source contract.

Mr. Ashe said no. The contract will not change.

On motion by Mrs. Hardage seconded by Mr. Griffin, the resolution was unanimously approved by a vote of 9 to 0, with 9 members present.

**Briefing – Quarterly Media Impressions, 3<sup>rd</sup> Quarter, FY20**

Mrs. Fisher presented an overview of MARTA's media activities during the 3<sup>rd</sup> quarter of FY19.

*Three (3) big events were tracked during the first three (3) months of 2019*

- 2019 State of MARTA Breakfast
- Super Bowl LIII
- Gwinnett referendum

*Two (2) big events were marked as negative*

- Airport station derailment
- Bus Operator sickout

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An analysis of MARTA's news coverage from January to March showed that Authority was mentioned 9,800 times. Coverage reached an audience of 107.5 million people. In a typical three (3) month cycle, MARTA is mentioned approximately 2,000 times.

In addition to local news outlets, MARTA was listed across the country- in Los Angeles Times, the Boston Globe, NYC Public Radio Station WNYC, KTLA Las Vegas Sun and the Washington Post.

Additional stories were tracked with 20% being positive, 57% neutral and 23% negative.

**Other Matters**

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Planning Support and Technical Services Quarterly Update (Informational only)

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**Adjournment**

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The meeting of the Planning & External Relations Committee adjourned at 10:06 a.m.