



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, FEBRUARY 17, 2022

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Chair Rita Scott called the meeting to order at 10:00 A.M.

Board Members

Present:

Al Pond
Freda Hardage
Jim Durrett
Kathryn Powers
Roderick Frierson
Rita Scott
Thomas Worthy
Rod Mullice

Board Members

Absent:

Roberta Abdul-Salaam
Robert Ashe, III
Reginald Snyder
Stacy Blakley
William Floyd
Christopher Tomlinson

Staff Members Present:

Collie Greenwood
Rhonda Allen
Luz Borrero
Ralph McKinney
Manjeet Ranu

Also in Attendance:

Justice Leah Ward Sears, other MARTA staff: Colleen Kiernan, Kenya Hammond, Jonathan Hunt, Kevin Hackshaw, Tyrene Huff, Stephany Fisher, Greg Giuffrida, Keri Lee and Anthony Thomas

2. APPROVAL OF THE MINUTES

Minutes from November 19, 2021

Approval of the November 19, 2021 minutes. On a motion by Board Member Worthy, seconded by Board Member Mullice, the motion passed by a vote of 8 to 0 with 8 members present.

3. BRIEFING

Briefing - FY22 2nd Quarter Advertising and Sales *[Presentation attached]*

Kevin Hackshaw, Manager, Marketing Business Development presented a briefing of the 2nd quarter advertising and sales revenue data.

Briefing - TR-IV Outreach Update *[Presentation attached]*

Greg Giuffrida, External Affairs, presented a briefing outlining the public engagement activities around Track Replacement -IV (TR-IV) project.

Briefing - MARTA Reach *[Presentation attached]*

Anthony Thomas, Customer Experience Innovation Program Manager, presented a briefing of the pilot launch of a flexible, demand-responsive transit service model focused on improving first- and last-mile connectivity and expanding the reach of the fixed-route rail and bus network. The pilot, to be branded as MARTA Reach, is a partnership between MARTA and Georgia Tech and will be funded in part by a \$1 million Civic Innovation Challenge Award from the U.S. National Science Foundation.

4. OTHER MATTERS

None

5. ADJOURNMENT

The External Relations meeting adjourned at 10:45 A.M.

Respectfully submitted,



Assistant Secretary to the Board

YouTube Link: <https://youtu.be/XR81KVfczKY>

Q2/FY22 Advertising and Sales Revenue



Q2/FY22 Advertising & Sales Revenue

Programs	Sales (Q2)
Transit (Bus, Rail, Alcohol)	\$891K
Transit Streetcar	\$32K
Transit Digital Liveboards	\$74K
Bus Shelters	\$720K
Partnership Sales	\$1.47M
UPASS	\$363K
K-12	\$89K
Group Sales	\$4K
Total Advertising & Sales	\$3.64M

Q2/FY22 Advertising Revenue



Q2/FY22 Advertising Revenue Summary

Revenue Mediums	Q2/FY22 Total	October Revenue	November Revenue	December Revenue
Transit (Bus, Rail, Alcohol)	\$891K	\$401K	\$490K	*\$0
Transit Streetcar	\$32K	\$16K	\$16K	*\$0
Transit Digital Liveboards	\$74K	\$43K	\$31K	*\$0
Bus Shelters	\$720K	\$169K	\$340K	\$211K
Totals	\$1.717M	\$629K	\$877K	\$211K

Key:

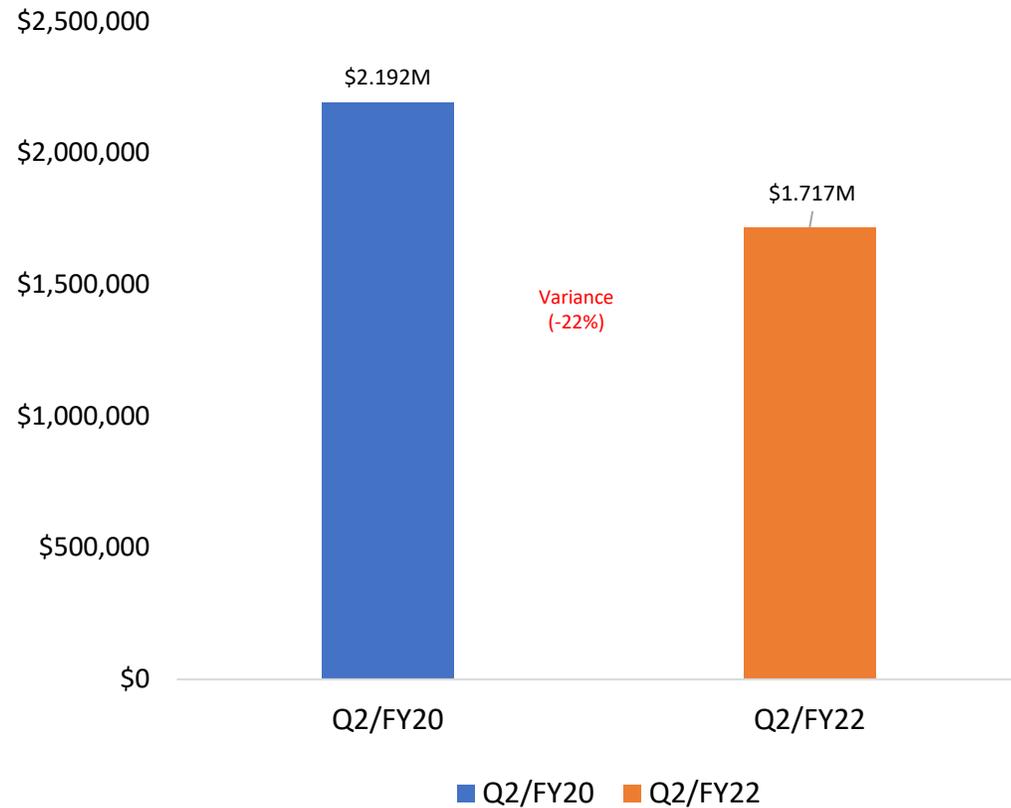
- RS= Revenue Share (***Dec. 2021 RS applied against the 15% commissions due to OFM for transferred contract**)
- MAG = Minimum Annual Guarantee. Both MAGs have been modified due to COVID to \$221K (69.12% of original MAG \$320K)/Revenue Share (RS) @65%
- MAG Bus Shelter Modification \$228K (94.3% of original MAG \$241K)/Revenue Share (RS) @65%

Q2/FY20-FY22 Advertising Revenue Comparison

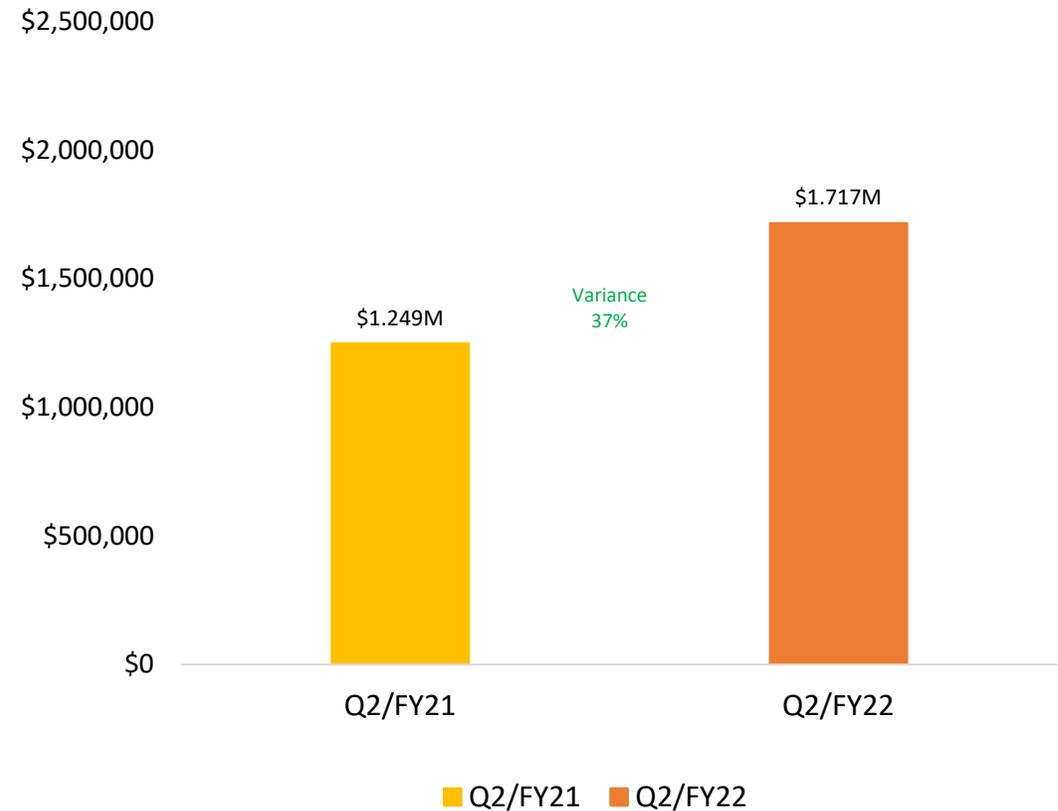
Revenue Mediums	Q2 FY20 Total	Q2 FY21 Total	Q2 FY22 Total
Transit (Bus, Rail, Alcohol)	\$1.471M	\$603K	\$891K
Transit Streetcar	\$46K	\$173K	\$32K
Transit Digital Liveboards	\$0	\$26K	\$74K
Bus Shelters	\$675K	\$447K	\$720K
Totals	\$2.192M	\$1.249M	\$1.717M

Advertising Q2 Revenue Comparison

Revenue Summary Q2/FY20 vs Q2/FY22



Revenue Summary Q2/FY21 vs Q2/FY22



Q2/FY22 Sales Revenue



Sales Q2 FY22 Revenue Summary

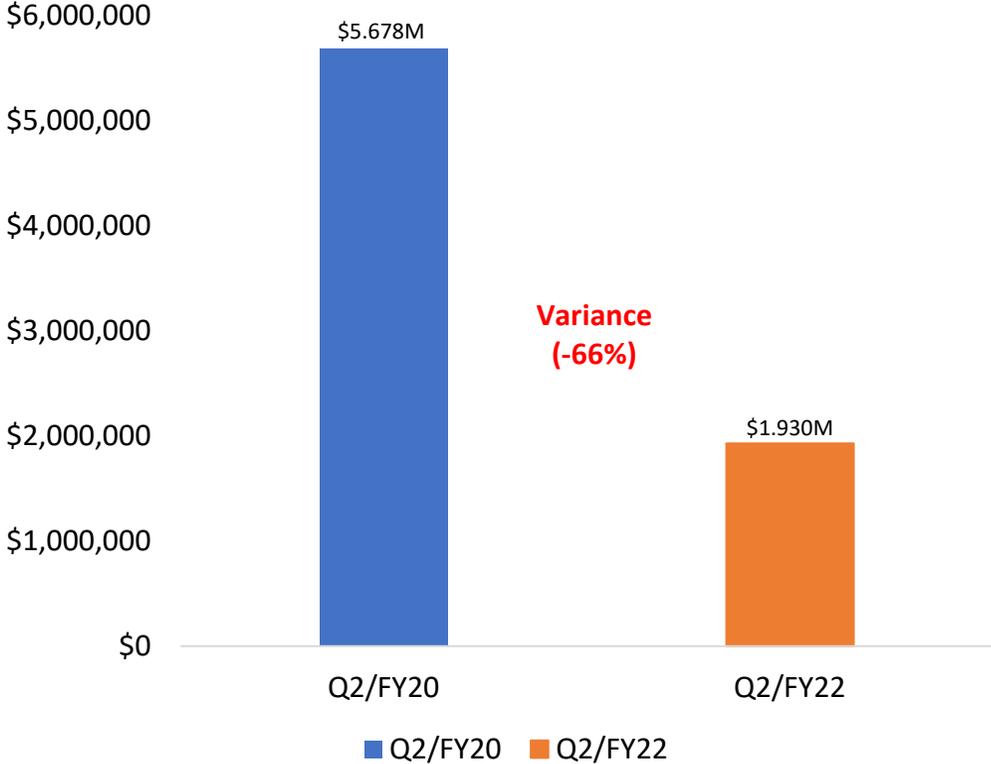
Partnership Program	Q2 FY22 Total	October Revenue	November Revenue	December Revenue
Partnership -TMA	\$955K	\$316K	\$316K	\$323K
Partnership - Direct	\$519K	\$157K	\$178K	\$184K
UPASS	\$363K	\$160K	\$137K	\$66K
K-12	\$89K	\$52K	\$25K	\$12K
Group Sales	\$4K	\$500	\$3K	\$0
Totals	\$1.930M	\$686K	\$659K	\$585K

Sales Q2 FY20 - FY22 Revenue Comparison

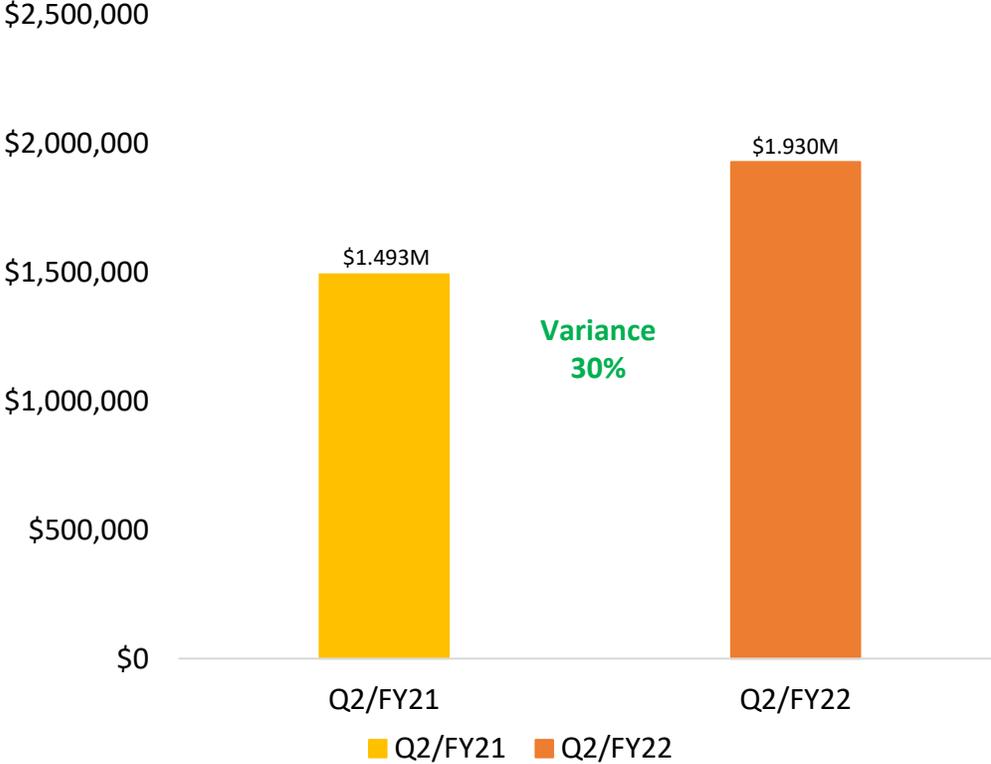
Partnership Program	Q2 FY20 Total	Q2 FY21 Total	Q2 FY22 Total
Partnership -TMA	\$3.371M	\$1.077M	\$955K
Partnership - Direct	\$1.029M	\$319K	\$519K
UPASS	\$1.023M	\$89K	\$363K
K-12	\$246K	\$3K	\$89K
Group Sales	\$8K	\$5K	\$3K
Totals	\$5.678M	\$1.493M	\$1.930M

Sales Programs Q2 Revenue Comparison

Q2/FY20 vs FY22 Totals



Q2/FY21 vs FY22 Totals





Questions?

About **TRACK REPLACEMENT IV (TR-IV)**

- The Track Replacement IV (TR-IV) program represents a **\$225 million investment** in MARTA's heavy rail system
- Fourth phase of a renovation and repair initiative to restore nearly **36 miles of heavy rail lines**
- The TR-IV program will enhance the **safety, efficiency, and longevity** of the system's heavy rail lines
- The projects associated with TR-IV will include **varying levels of service impacts** to MARTA customers and neighboring communities



TR-IV Timeline

2019



2026

7-year program

190,000

linear feet of
new running
rail

26,000

concrete
ties on the
mainline and
storage yards

100,000

direct fixation
fasteners
systemwide

29

new bumping
posts
installations

65

turnouts
systemwide

Northland diamond Crossover

Service impacts begin **9pm Friday, Feb. 18** through end of service **Wednesday, Feb. 23**.

Crews will work an **accelerated schedule** to minimize the duration of the impacts.

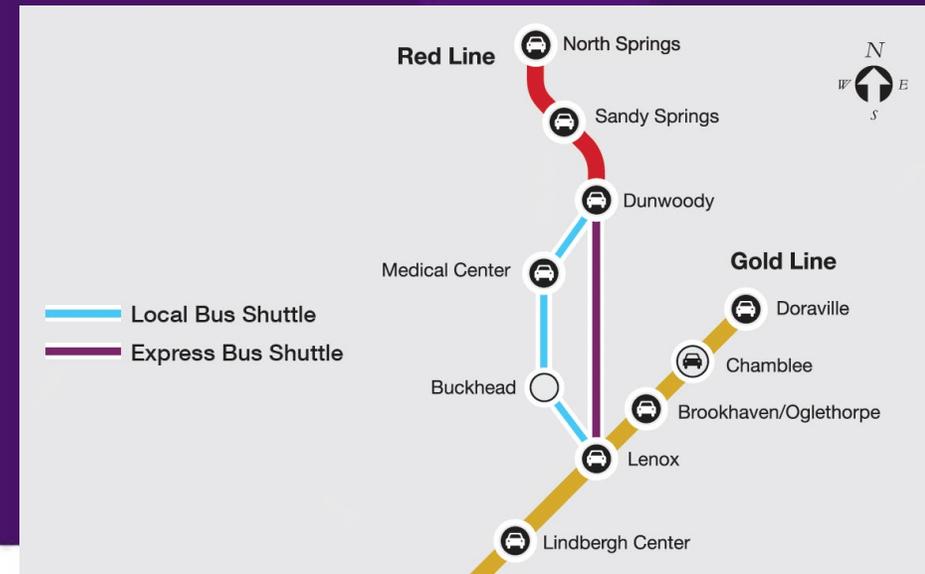
Impacted stations include **Dunwoody, Medical Center, Buckhead, Lenox** stations.

MARTA will provide **bus shuttle service from station-to-station** across the impacted areas.

Additional single-tracking will take place for up to 2 days following the completion of this project.



Customer Impact & Service Modifications



Bus Shuttle Service



Continuous bus shuttle service will connect MARTA riders with a convenient option to continue their trip at no additional cost during general service hours. The bus shuttle will provide continuous service from **Dunwoody, Medical Center, Buckhead** and **Lenox** stations.

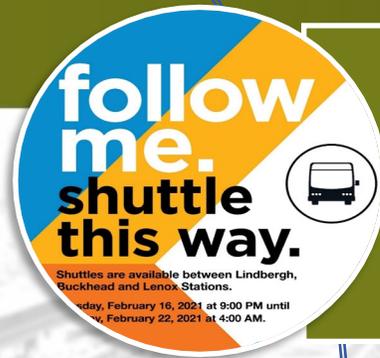
MARTACONNECT



MARTACONNECT, a partnership with Uber and Lyft, will also be available to customers during the project. MARTA will provide a link to a \$15 rideshare voucher that customers can download to their rideshare app and use twice daily to travel to or from **Dunwoody, Medical Center, Buckhead,** and **Lenox** stations. MARTACONNECT details are available at itsmarta.com.

Customer Impacts & Service Modifications

Station Support Service



Station agents and transit ambassadors will be on-site to assist impacted customers. Signage will be placed at all impacted rail stations and major trip origination points to help direct customers to the provided bus shuttles.

MARTA Mobility



MARTA Mobility will provide complimentary paratransit services between impacted stations during the track replacement efforts.

Community Impacts



Work will be performed **24 hours a day** from **Feb. 18 to Feb. 23**.



Neighboring communities may experience the following **disruptions**:

- Noise from **train alert horns**
- Noise from **rail cutting**
- Noise from **heavy equipment**
- Vehicles moving in and out of the worksite
- Bright lights



Public Outreach & Engagement goals

- **COMMUNICATE ALTERNATIVE TRAVEL PLANS** to customers
- **EDUCATE CUSTOMERS** on long-term benefits to maintain rail service in a state of good repair
- **PROVIDE A POSITIVE CUSTOMER EXPERIENCE**, ensuring that impacts to customers, nearby residents and business owners are minimized
- **PROVIDE ACCURATE AND TIMELY INFORMATION** related to service modifications and travel impacts
- **INFORM** local media about the TR-IV project, its long-term benefits, MARTA's financial investment and short-term impacts to the customers

Public Outreach & Engagement

- Virtual public meetings for customers and stakeholders
- Station engagement and outreach activities
- Targeted neighborhood and community information email notices
- Stakeholder toolkit emailed to elected officials and businesses located in the project area
- Extensive announcements and signage within the system
- Paid media campaigns on all formats



marta 2040
TRANSFORMING TRANSIT

Red Line train service south of Dunwoody Station will be suspended from 9:00 PM Friday, February 18, 2022 through the end of service Wednesday, February 23, 2022. Bus shuttles will connect to Dunwoody, Medical Center, Buckhead and Lenox Stations.

Local bus shuttle Express bus shuttle

track replacement

We are upgrading MARTA, so you'll be able to get to your destination faster. By replacing our tracks, we are enhancing everyone's safety and extending the rail system's life.

ADDITIONAL SERVICE MODIFICATIONS WILL CONTINUE FOLLOWING THE COMPLETION OF THIS PROJECT.

For details and schedules, please visit <https://fam.marta.com/special-rail-schedules.aspx>

virtual public meeting

Thursday, January 27 at 6 pm

SCAN THE QR CODE TO JOIN
Passcode: 240984

Or join by phone:
929-205-6109
Webinar ID: 910 0924 0736
Passcode: 240984

Saturday, January 29 at 11 am

SCAN THE QR CODE TO JOIN
Passcode: 588725

Or join by phone:
301-715-6592
Webinar ID: 944 7183 9144
Passcode: 588725

To request information in another language or in an accessible format call 404-948-4037/404-948-9665 - TTY



follow me. shuttle this way.

Have a question? Need help? Look for a MARTA Ambassador "Follow Me" sign.

marta 2040
TRANSFORMING TRANSIT

#MARTAknowsyourMarket



marta 2040
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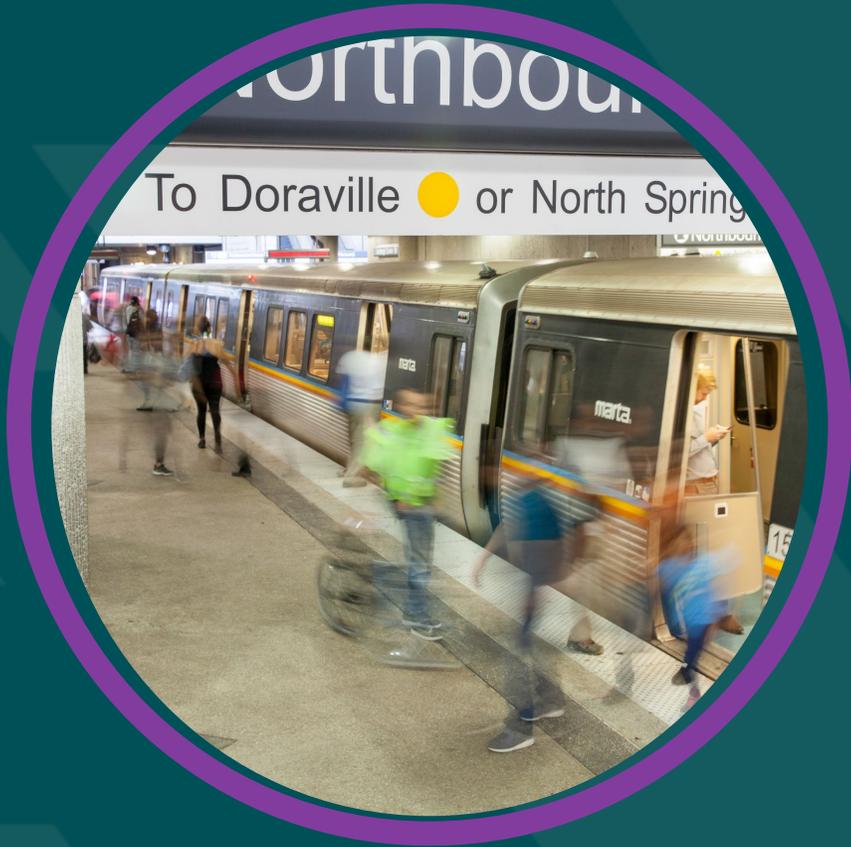
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Media engagement



- Notify media via press release/media advisory of service impacts or trip modifications.
- Engage jurisdictional partners' communications teams to amplify key messages, especially with community papers and government access stations.
- Share MARTA-created digital materials with members of the media.
- Monitor media for any TR-IV related news stories.
- Provide daily progress report to the Board of Directors.

Government affairs

- Include TR-IV project overview in Quarterly Jurisdictional Briefing by GM
- Email regional transit partners and all municipal, county, state and federal elected officials in MARTA jurisdictions the TR-IV “Toolkit” including constituent newsletter copy, social media sharables, links to additional resources
- Conduct follow up calls to all municipal, county, state and federal elected officials whose districts are directly impacted





Conley

reach

FORT GILLEM

Lake City



Project Update

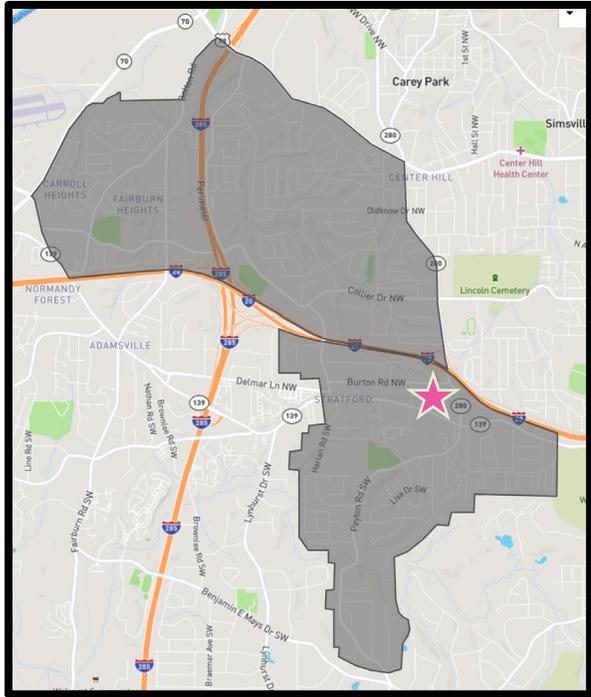
February 17, 2022

**MARTA Board of Directors
External Relations Committee**

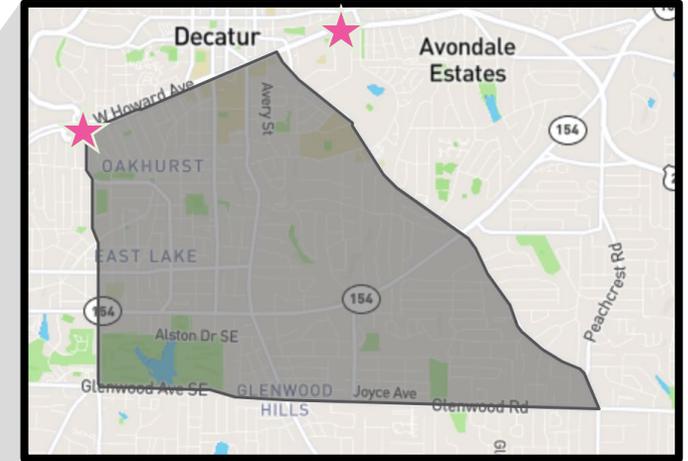
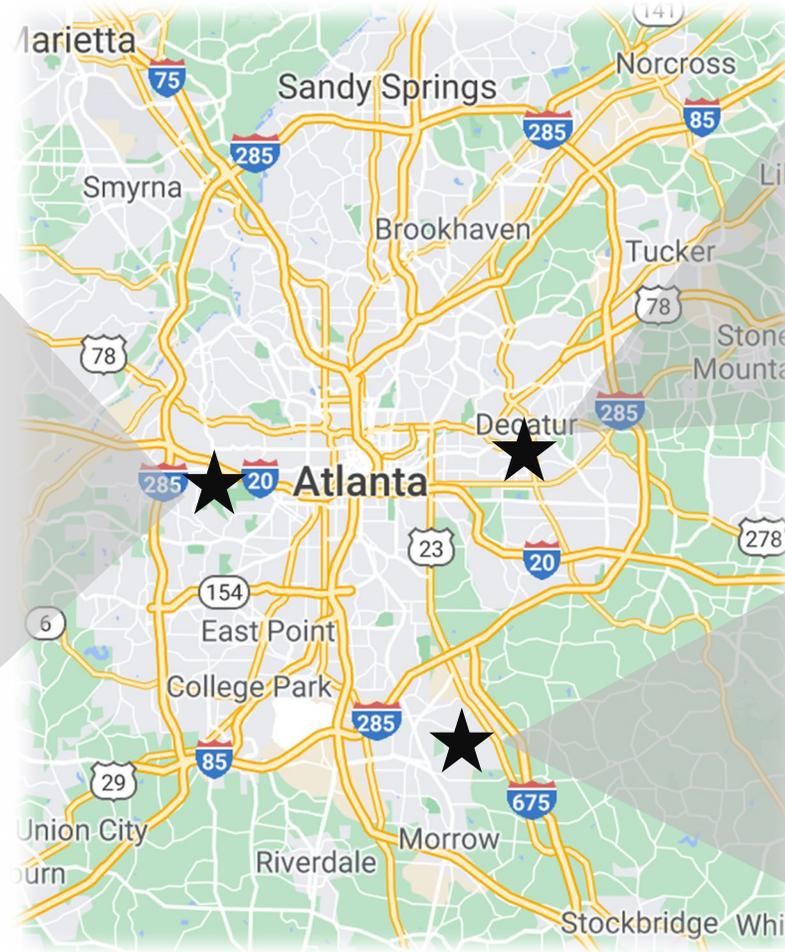
Reminder: Pilot Overview

- Six-month pilot starting on **March 1st, 2022**
- Partnership between MARTA and Georgia Tech
- Shuttles will connect “virtual stops” within zone to nearby fixed-route transfer hubs
 - Routing will be timed in order to coordinate transfer between the on-demand service and fixed route bus and rail
- Pilot will operate **6:00 AM to 7:00 PM, Monday - Friday**
- Standard \$2.50 fare with transfers included, passes accepted
- Pilot service limited to three specific zones

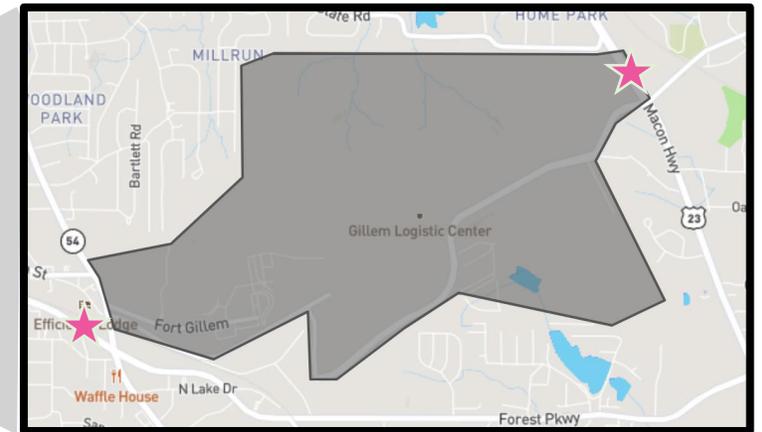
Pilot Service Zones



West Atlanta



Belvedere



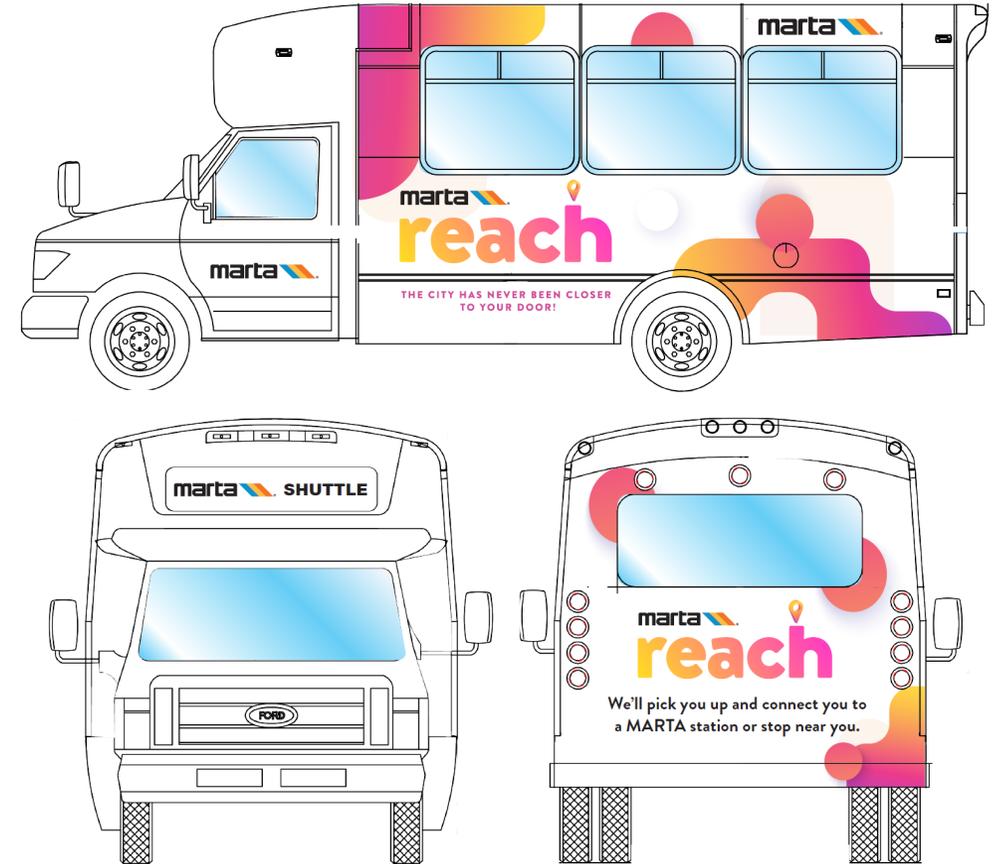
Gillem Logistics Center

What are we trying to learn?

- Short-term pilot will gather insights into how a large-scale program might work best in practice in our service area
 - Are MARTA riders interested in using on-demand transit service?
 - What does ridership look like and what types of trips are riders using the service for?
 - Is this a cost-effective way of serving transit ridership?
 - Is there a difference in use between primarily residential zones vs. commercial or industrial zones?

Branding & Vehicles

- Dedicated MARTA Reach branding
- 18 dedicated lift-equipped Mobility vans available for pilot
- Eight passenger capacity
- Vans equipped with Breeze fareboxes, Breeze Mobile validators, CCTV cameras, and tablet running driver app



Photos of vans MARTA Reach branding

Reach Fleet



Reach Vehicle Branding

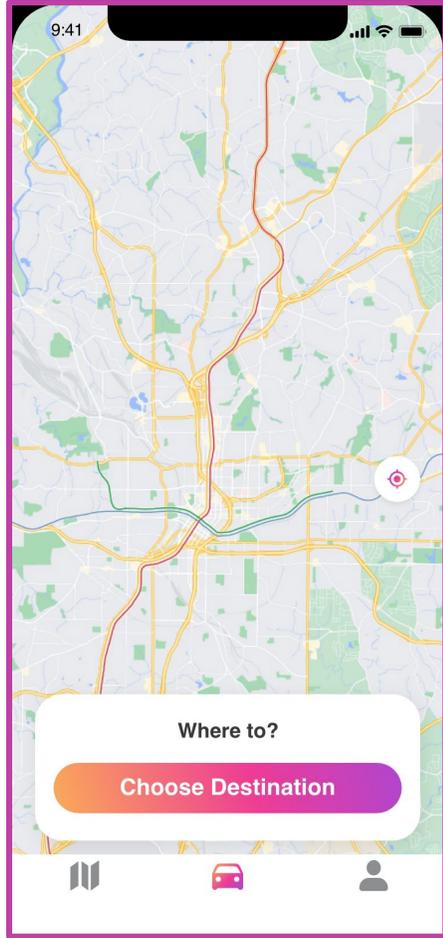


Reach Vehicle w/ Lift

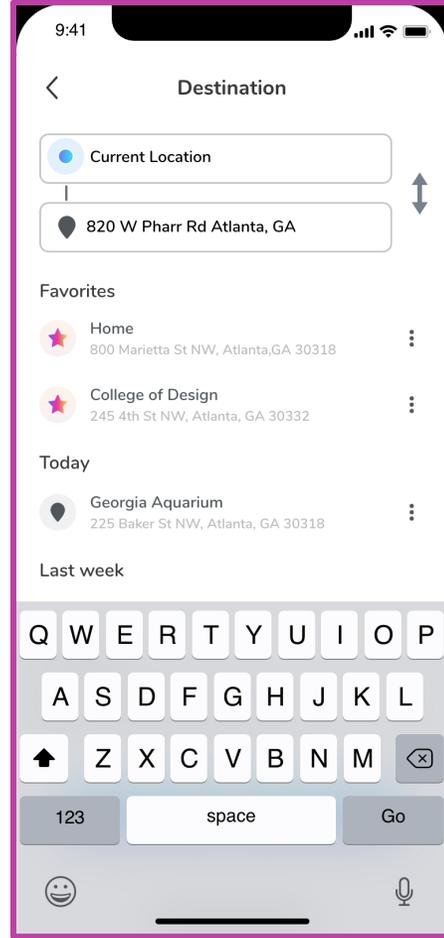


Inside the Reach Vehicle

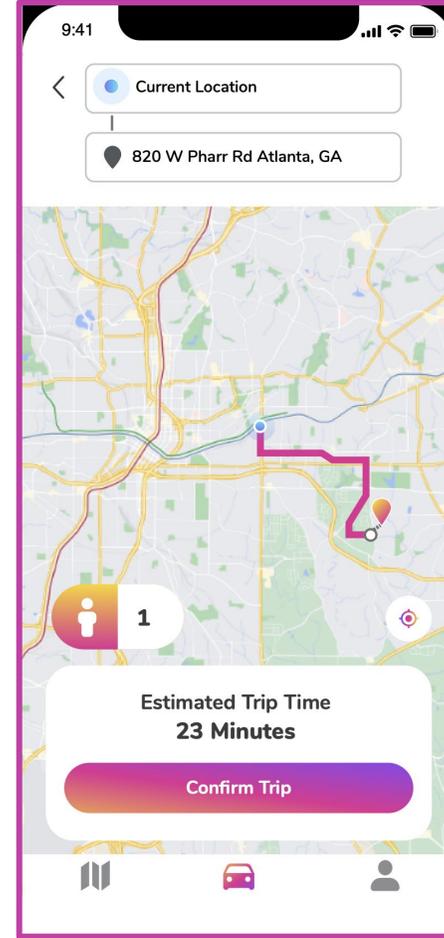




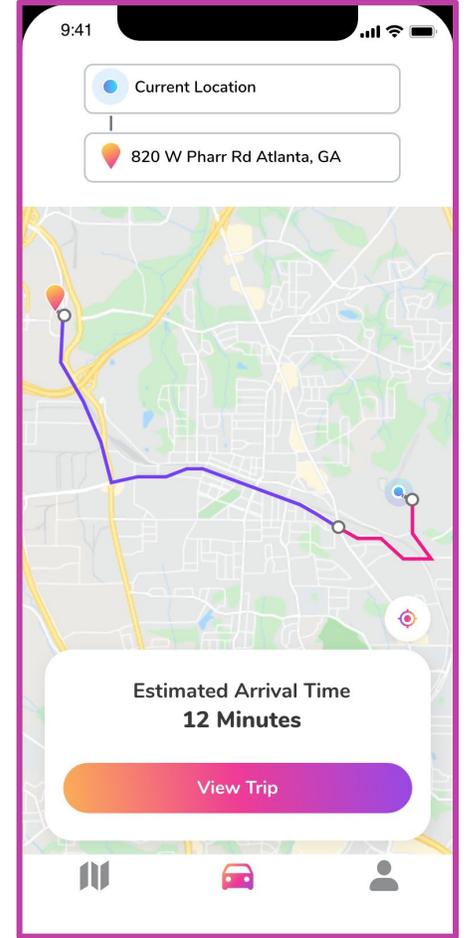
Home Screen



Enter Destination



Track Vehicle



Multi-Modal Trip

Stop Locations

Zone	Existing stops* (fixed route)	New stops (virtual only)	Grand Total
Belvedere	283	112	395
Gillem Logistics	16	18	34
West Atlanta	200	75	275
Total	499	205	704

- **All existing fixed routes stops within the zones will also be served by MARTA Reach.*
- All stop locations were field evaluated for safety, accessibility, and operational efficiency.

Marketing & Communications

Task	Status
Belvedere Zone Townhall	Complete: Held February 2
West Atlanta Townhall	Complete: Held February 9
Rider Workshop (all zones)	Complete: Held February 8
NPU Workshops	Ongoing
Station & Business Canvassing	Ongoing
Direct Mailers	Ongoing
Digital Advertising Campaign	Ongoing
Social Media Campaign	Ongoing
Community popup events	Following service launch

What are we hearing from riders?

- Riders are excited about the prospect of having this on-demand service to complete trips that are currently difficult with fixed route bus and rail
- However, some feedback we are hearing includes:
 - Expanding days of service to include weekends
 - Extending hours of service past 7:00pm, to accommodate 3rd shift and other non-traditional work hours
 - Increased the number of zones where the service will operate, to provide benefits further into the service area
 - Allowing bikes to be taken on on-demand vehicles

All feedback will be incorporated into the pilot evaluation and any future plans.

Next steps

- **Finalize testing:**

- Internal testing – **complete**
 - Rider App, Driver App, Internal Monitoring App, Fare Collection
- Field testing – **ongoing**
 - System has been tested in all 3 zones
- Rider testing – final rider testing session on February 24, 2022

- **Launch event:**

- February 28th at 11:00am
- Location: Georgia Tech

marta 

Conley

reach



FORT GILLEM

Lake City

 Georgia
Tech.



Thank you!

More information at
www.itsmarta.com/reach.aspx

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