



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, MAY 20, 2021**

**ATLANTA, GEORGIA**

**via WebEx**

**MEETING MINUTES**

Committee Chair Robert Ashe called the meeting to order at 10:01 a.m.

<b>Board Members Present</b>	<b>Staff Members Present</b>
Roberta Abdul-Salaam	Jeffrey Parker
Robert Ashe III, <b>Chair</b>	Collie Greenwood
Stacy Blakley	Elizabeth O'Neill
Jim Durrett	Rhonda Allen
William Floyd	Luz Borrero
Roderick Frierson	Melissa Mullinax
Freda Hardage	Raj Srinath
Al Pond	Ralph McKinney
Kathryn Powers	
Rita Scott	

Also in attendance: Board General Counsel Justice Leah Ward Sears of Smith, Gambrell & Russell, LLP and other staff members: Michael Kreher, LaShanda Dawkins, David Emory, Kevin Hurley, Larry Prescott, Patricia Lucek, Dean Mallis, Charles Middlebrooks, Paul Nash, Kirk Talbott, Emil Tzanov, Kenya Hammond and Tyrene Huff.

**Approval of the March 18, 2021 External Relations Committee Meeting Minutes**

Committee Chair Ashe called for a motion to approve the March 18, 2021 meeting minutes. Board Member Hardage made a motion to approve, seconded by Board Member Abdul-Salaam. The minutes were approved unanimously by a vote of 10 to 0, with 10 members present.

**Briefing – MARTA Rail Car Preliminary Design Review (PDR): Public Engagement Strategy [Presentation attached]**

Chief of Staff Melissa Mullinax presented an overview of MARTA's outreach strategy and public-facing elements of the new rail car redesign.

Committee Chair Ashe opened the floor for questions and/or comments.

- Board member Abdul-Salaam asked if the lighting will be LED and energy saving or standard. Ms. Mullinax replied that the lighting would be LED.
- Board Member Abdul-Salaam asked, even with the open gangway between rail cars, with there be a way to close the doors if needed. General Manager Jeffrey Parker replied that by design, there would not be doors that will close and split the cars. By design, we are trying to make sure we create an open environment allowing movement through the cars. Board Member Abdul-Salaam asked what about containment for MARTA Police purposes. GM Parker replied that MPD would be able to contain someone within the four-car train and MPD can move freely and quickly through the train.
- Board Member Durrett commented that the team has a fantastic presentation and is happy about the public involvement and outreach efforts.
- Board Member Floyd asked how is this funded. Ms. Mullinax replied that the outreach is funded out of MARTA's External Affairs Public Engagement budget and Sunday Afternoon is funded through Stadler with the car purchase price. Board Member Floyd also asked about the study referencing the Wi-Fi on the trains. Ms. Mullinax stated that our Cybersecurity team is addressing it and the tunnel situation with Wi-Fi is also being addressed. Mr. David Emory added that the technology on the rail cars will be top quality and is being discussed with Stadler. GM Parker added that Ms. Mullinax and her team and Mr. Emory, who reports to Rhonda Allen, Chief Customer Experience Officer, are bringing customer engagement to a new level and will be a part of our ongoing process. And to address the gangway closing question earlier, yes, Marta Police will be able to close the doors in an emergency.
- Board Member Ashe asked if we would continue to sell advertising on the new trains. Ms. Mullinax replied that yes, there had been a lot of conversation about advertising. We have identified spaces for advertising. We are planning and working with Cybersecurity to allow uploading advertising to the in-car media sources.
- Board Member Floyd asked if we could stream news or sporting events on the digital media on the rail cars. Ms. Mullinax replied that we have discussed news broadcasts but not sporting events. GM Parker added that the customer Wi-Fi that Mr. Emory is working to enhance the customer streaming capabilities.

**Briefing – Employee Resource Groups (ERGs) [Presentation attached]**

Executive Director of Diversity and Inclusion Paula Nash provided the committee with an overview of the Employee Resource Groups (ERGs), which are groups of employees who join together in the workplace based on shared characteristics or life experiences.

Committee Chair Ashe opened the floor for questions and/or comments.

- Board Member Durrett commented that this is an excellent and important program. As a next phase, he would love to see groups from diverse

backgrounds added by next year. Ms. Nash replied yes, she would love to see that also.

- Board Member Frierson asked if the groups' role will be internal or external. Ms. Nash replied that their role will be both internal and external.

**Other Matters**

Chief of Staff Melissa Mullinax notified the Committee of United States Secretary of Transportation Peter Buttigieg's system visit on Friday, May 21, 2021.

**Adjournment**

The Committee meeting adjourned at 11:01 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Tyrene L. Huff". The signature is written in a cursive style with a large initial 'T'.

Tyrene L. Huff  
Assistant Secretary to the Board

YouTube Link: <https://youtu.be/hCtTn1823p0>



# **Rail Car Preliminary Design Public Engagement**

Presented by:  
Melissa Mullinax, Chief of Staff

**May 20, 2021**



## Overview

- The Metropolitan Atlanta Rapid Transit Authority (MARTA) board of directors approved a \$646 million agreement with Stadler Rail for the purchase of 254 new rail cars.
- This generational investment affirms MARTA's longstanding commitment to continue delivering a safe, efficient, and high-quality transit experience for customers.
- MARTA previously procured rail cars three previous times – in 1979, 1985 and 2003.



# GOAL: IMPROVE CUSTOMER EXPERIENCE



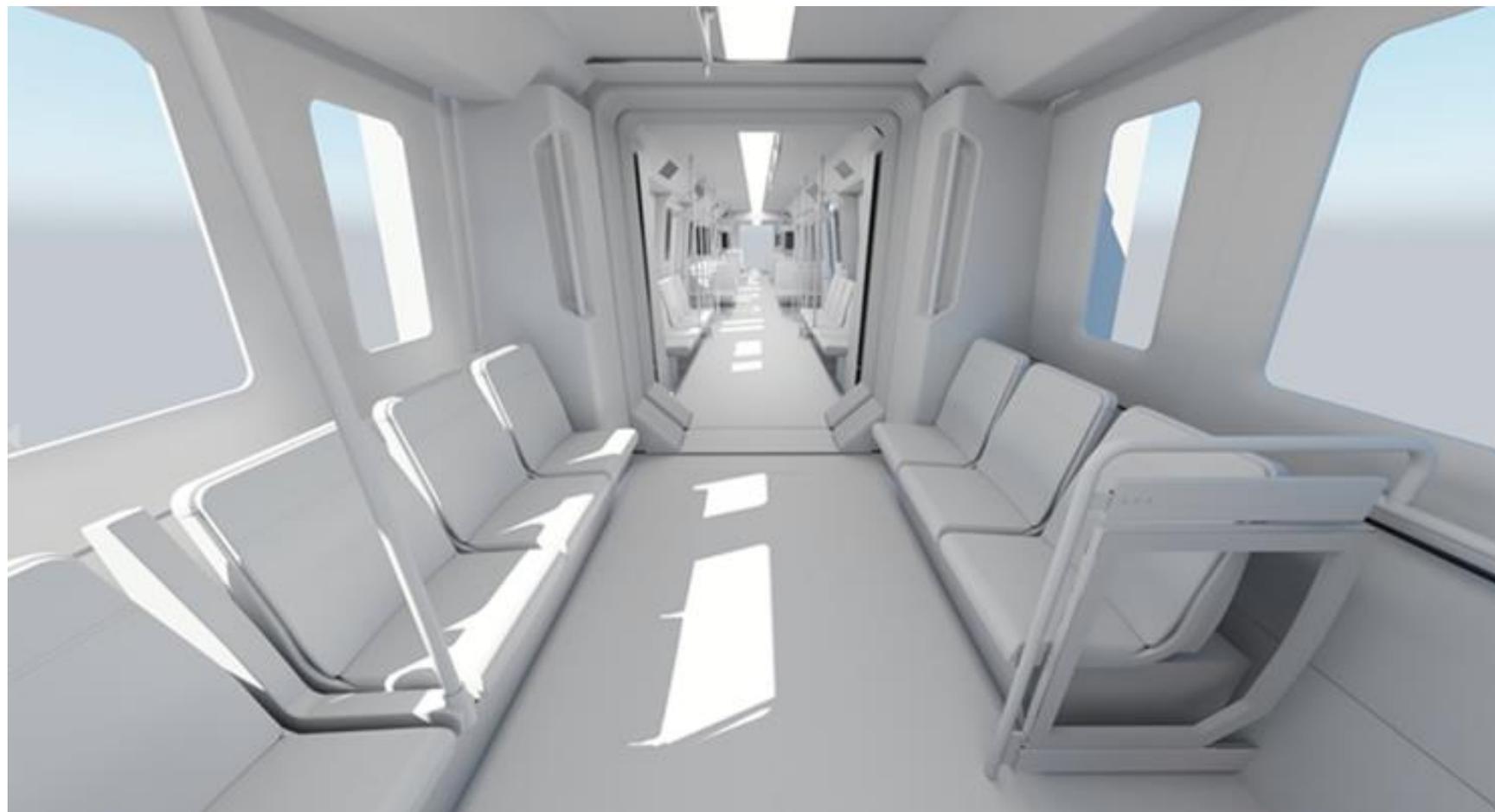


# Overview: Railcar Features CQ400

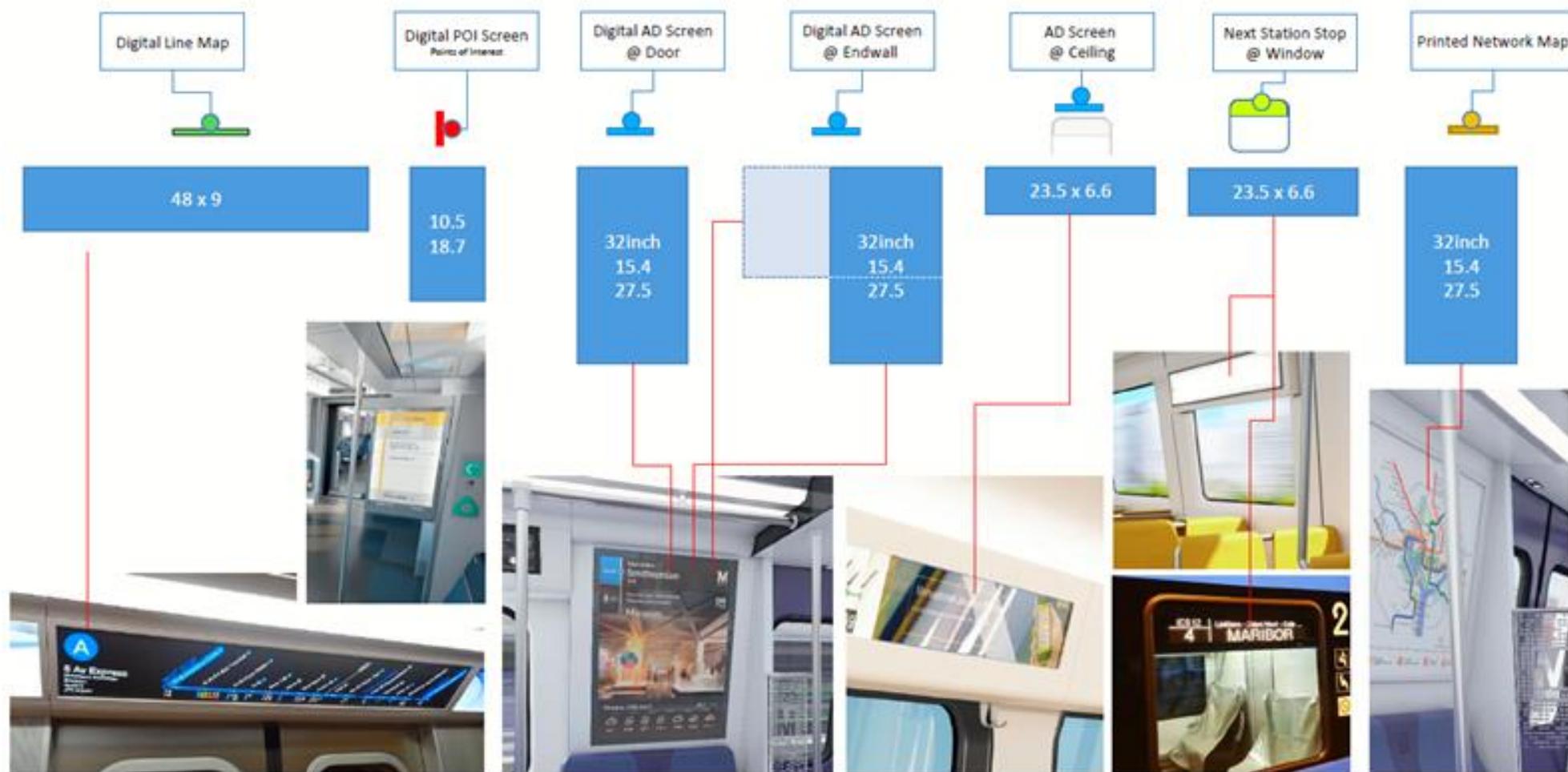
Some of the rail car features that have already been determined include:

- Gangway design
- ADA designated areas
- Space dedication docking area for bikes
- Train line designation signs
- Interior lighting

## Open Gangway

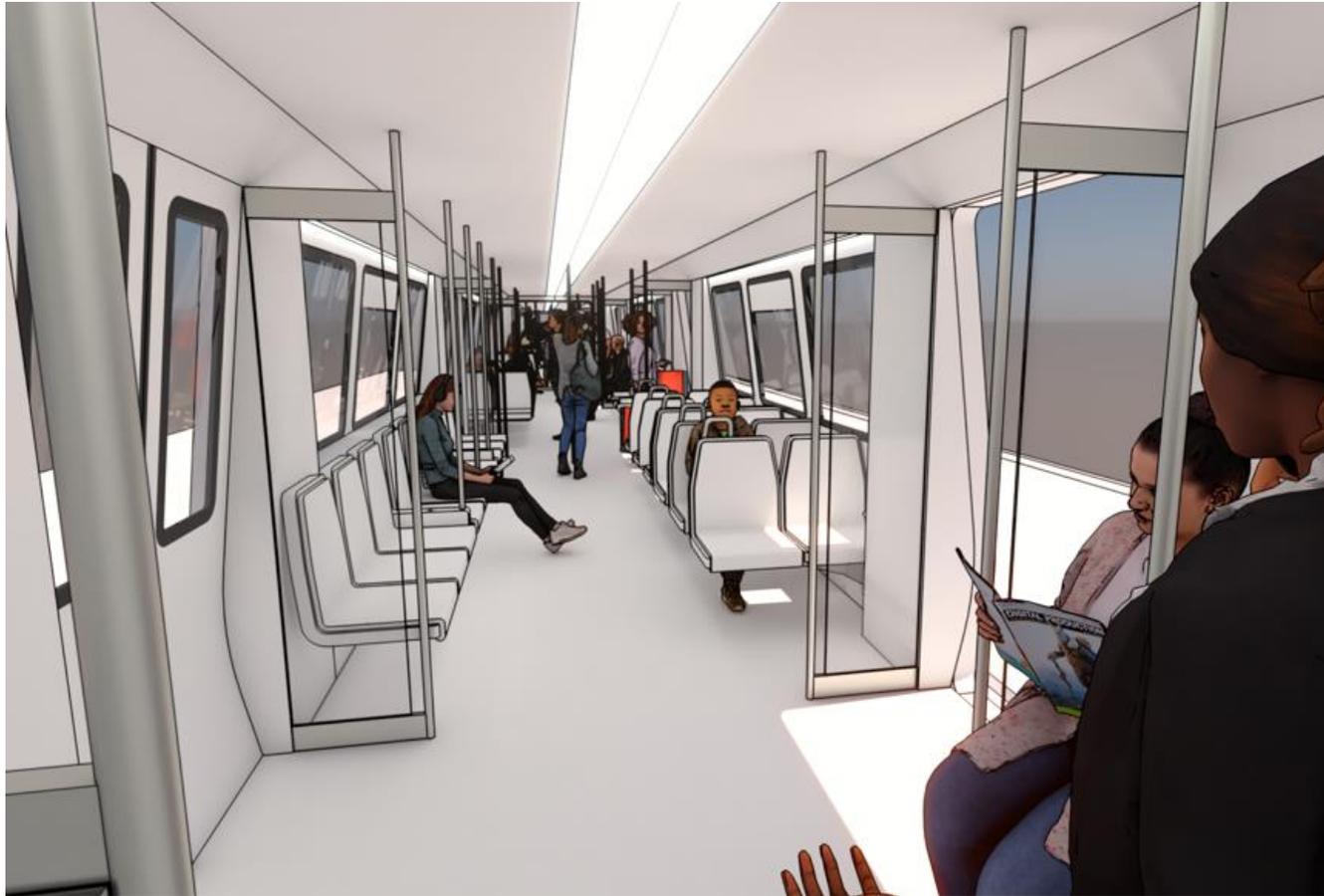


# Passenger Information





# Central Lighting





METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

**YOUR RIDE**  
**YOU DECIDE**



**MARTA WANTS TO  
HEAR FROM YOU!**



# Public Engagement Phase 1

- *Your Ride, You Decide* campaign launched May 3, 2021
- Phase I focuses on internal railcar features
- Phase II launches July/August 2021 and focuses on external railcar features
- Each phase will include a 30-day public engagement window
- Public engagement efforts target MARTA customers, employees and stakeholders
- Leverages digital platform (Qmarkets), stakeholder conversations and face-to-face engagement tactics



Don't you just love that new car smell? But what about a new *rail car*? If you're an Atlieen it's been a while since you've experienced that sweet aroma, like 18+ years a while...

The good news is, we're replacing our entire train fleet. The GREAT news is, you get to help decide how these trains get their choo choo; we're talking seat design, lighting, handholds, digital maps, bike racks and much more. It's like all your LEGO dreams come true!

## Public Engagement: Customer & Stakeholder Outreach

Outreach to MARTA's customers is ongoing and consists of a multilayered approach to engage frequent and occasional riders. To date, External Affairs has worked to engage customers by leveraging the following:

### System Announcements

- Station Announcements
- Bus Header Signs

### Printed Collateral & Canvassing

- Customer & Parking Lot Flyers
- Ridestore Posters
- Yard Signs Around Rail Stations
- Station A-Frames
- Station Canvassing & Direct Customer Survey Activities



## Public Engagement: Customer & Stakeholder Outreach

Additional tactics include:

### Digital & Social Media

- Itsmarta.com Dedicated Splash Page
- MyCommute Messages
- Organic Social Media Campaign
- OUTFRONT Digital Live Boards
- Digital Bus Shelters
- Nextdoor Posts
- Spotify Radio
- SOOFA Signs
- Elected Officials Outreach
- Text Message Campaign
- Paid Digital Campaign



## Public Engagement: Vulnerable Population Outreach

- MARTA is targeting vulnerable populations, inclusive of individuals with disabilities, seniors, LEP customers and householders with limited access to technology.
- External Affairs is leading canvassing activities to provide a direct touch to customers and offer the survey in a paper format.



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# Employee Outreach

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MARTA's employees play a vital role in shaping the future of our rail car fleet. MARTA employees are being engaged through the following tactics:

- MARTAnet
- HQ Digital Displays
- Authority-Wide Emails
- Covid-19 Weekly Briefings
- Facility Bulletin Boards and Posters
- Employee Running Board Flyers



# Qmarkets Responses: At A Glance



Votes: 3452



Comments: 474



Total Page Views: 7300

# Qmarkets Responses: ADA/Accessibility

MARTA 1 week 4 days

**ADA/Accessibility -- Proximity to Doorways (#3498)**

Designated areas near railcar doorways for passengers using wheelchairs can improve accessibility when boarding and exiting the train. Rank the importance of locating wheelchair areas by doorways on a scale of...

5 ★ 4.8

MARTA 1 week 4 days

**ADA/Accessibility -- Signage (#3499)**

Clear and prominently displayed signage in the railcar helps identify areas specifically designated for passengers using wheelchairs. Rank the importance of clear signage marking wheelchair areas based o...

11 ★ 4.8

MARTA 1 week 4 days

**ADA/Accessibility -- Emergency Buttons (#3497)**

Emergency buttons can be located near wheelchair-designated areas. Rank the importance of putting emergency buttons in close proximity to wheelchair areas based on a scale of 1-to-5 (★★★★★ = most import...

5 ★ 4.4

MARTA 1 week 4 days

**ADA/Accessibility -- Wheelchair Area/Perpendicular (#3500)**

Wheelchair-designated areas in railcars can be positioned so passengers are facing perpendicular (at a right-angle) to the train's direction of travel. Rank the importance of putting wheelchair areas in a perpendicula...

3 ★ 4.3

MARTA 1 week 4 days

**ADA/Accessibility -- Wheelchair Area/Parallel (#3496)**

Wheelchair-designated areas in the railcars can be positioned so that customers are sitting parallel to the train's direction of travel. Rank the importance of placing wheelchair areas in the parallel position based on a scale of...

5 ★ 3.2

# Qmarkets Responses: Bike & Stroller Areas

MARTA 1 week 4 days



**Bicycle & Stroller Areas -- Designated Boarding Locations (#3502)**

For passengers boarding with bicycles or with strollers, finding the most convenient railcar doorway can be confusing. **Rank the importance of clearly marking the best areas for bikes and strollers to board on a...**

21 ★ 4.5

MARTA 1 week 4 days



**Bicycle & Stroller Areas -- Reserved Areas (#3503)**

Cyclists and people with children in strollers may need to readily identify areas that can safely and conveniently accommodate them when riding the train. **Rank the importance of clearly designating areas on each railcar fo...**

18 ★ 4.5

MARTA 1 week 4 days



**Bicycle & Stroller Areas -- Docking Stations for Bicycles (#3504)**

Securing a bike safely and easily is a priority for cyclists, especially on a moving train. **Rank the importance of installing a bicycle docking station (or other device) on MARTA railcars on a scale of 1-to-5 stars (★★★★★ = most i...**

26 ★ 4.3

# Qmarkets Responses: Grab Bars/Handholds

MARTA 1 week 4 days

**Grab Bars with Added Spacing (#3509)**

Certain grab bar designs can help improve the spacing between and among standing train passengers. **Rank the importance of this feature on a scale of 1-to-5 stars** (★★★★★ = most important). You can also leave a comm...

19 ★ 4.5

MARTA 1 week 4 days

**Lower-Profile Grab Bars (#3510)**

Unlike floor-to-ceiling grab bars on MARTA's existing trains, versions with a lower profile are more accessible to riders of various heights. **Rank the importance of lower profile grab bars on a scale of 1-to-5 stars** (★★★★...

14 ★ 2.1

# Qmarkets Responses: Luggage Areas

 1 week 4 days



**Luggage Area Under Seat (#3513)**

Stowing luggage or bags underneath your seat can be convenient and help keep the railcar aisles clear for other passengers. **Rank the importance of a being able to store luggage under your seat on a scale of 1-to-5 stars (...)**

 21  3.8

 1 week 4 days



**Luggage Area Adjacent to Seating (#3511)**

Luggage storage areas can be situated right next to passenger seating, making it easier for passengers carrying bags when entering and exiting the train. **Rank the importance of seat-adjacent luggage storage on a scale of 1-to-...**

 14  3.2

 1 week 4 days



**Dedicated Luggage Storage Area (#3512)**

A dedicated luggage area could accommodate train passengers with bags while enabling them to keep their belongings in sight. **Rank the importance of this luggage storage option on a scale of 1-to-5 stars (★★★★★ = most imp...**

 23  2.9

# Qmarkets Responses: Maps & Digital Displays

MARTA 1 week 4 days

**Digital Line Maps (#3515)**

A digital line map is a dynamic, electronic video display that shows the position of the train along the current line, including the line name and direction, destination, and upcoming stops. **Rank the importance of providing di...**

25 ★ 4.9

MARTA 1 week 4 days

**Next Station Display (#3516)**

MARTA's future railcars will be equipped with digital signage so customers will know the train's next station. **Rank the importance of providing next station information on the railcar on a scale of 1-to-5 stars (★★★★ = ...**

12 ★ 4.4

MARTA 1 week 4 days

**Destination Displays (#3514)**

MARTA's future railcars will be equipped with digital signage so customers will know the train's final destination. **Rank the importance of including information about the train's final destination on a scale of 1-to-5 stars ...**

12 ★ 3.9

MARTA 1 week 4 days

**Printed System Maps (#3518)**

The interior of the railcar will include printed maps of the MARTA rail system. **Rank the importance of providing printed station maps in the railcar on a scale of 1-to-5 stars (★★★★ = most important).** You can...

20 ★ 3.7

MARTA 1 week 4 days

**Point-of-Interest Displays (#3517)**

A point-of-interest (POI) display is a dynamic, electronic video screen that shows information about the upcoming stop, such as nearby landmarks and connecting transit services. **Rank the importance of providing...**

18 ★ 3.3

# Qmarkets Responses: Seat Configuration

MARTA 1 week 4 days

**Ease of Movement Through Train (#3521)**

The railcar seating layout and wider aisles can help passengers to move quickly and easily from one end of the train to the other. **Rank the importance of ease-of-movement throughout the train on a scale of 1-to-5 st...**

23 ★ 4.5

MARTA 1 week 4 days

**Seating Configuration with More Standing Room (#3523)**

During peak travel times and major events, MARTA trains must safely and comfortably accommodate standing passengers when no seats are available. **Rank the importance of maximizing standing room on trains on a s...**

13 ★ 4.3

MARTA 1 week 4 days

**Seating Layout with Enhanced Legroom & Comfort (#3522)**

The interior layout of the train can be designed to enhance legroom and overall comfort for seated passengers. **Rank the importance of providing maximum legroom and comfort on a scale of 1-to-5 stars (★★★★★ = most i...**

10 ★ 3.7

# Qmarkets Responses: Seat Design

 1 week 4 days



**Seats with Thinner Backrests & More Legroom (#3520)**

Railcar seats with thinner backrests create more legroom for each passenger. **Rank the importance of having maximum legroom on a scale of 1 to 5 stars (★★★★★ = most important).** You can also leave a comment be...

 8  4.3

 1 week 4 days

**NEED A HAND?**  
Wider handholds on backs of seats, vertical poles and straps

**SEEING RED?**  
Cool colors to calm your commute (and no, they're NOT the same as the Seattle Seahawks)

**ACHING BACK?**  
All seats have lumbar support

**POCKETS FULL?**  
No worry, these seats have no gap between seat and back panels for keys, change or BART cards to fall into



**LUGGING LUGGAGE?**  
Higher seats provide more room underneath if you have

**TIRED TUSH?**  
Silicone foam seating covered with easy to clean material is

**Seat Back/Leg Support (#3519)**

Railcar seats can be designed to provide customers greater back and leg support. **Rank the importance of back & leg support on a scale of 1-to-5 stars (★★★★★ = most important).** You can also leave a comment be...

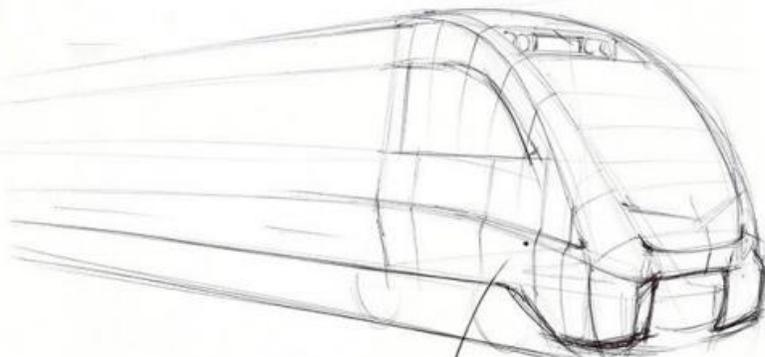
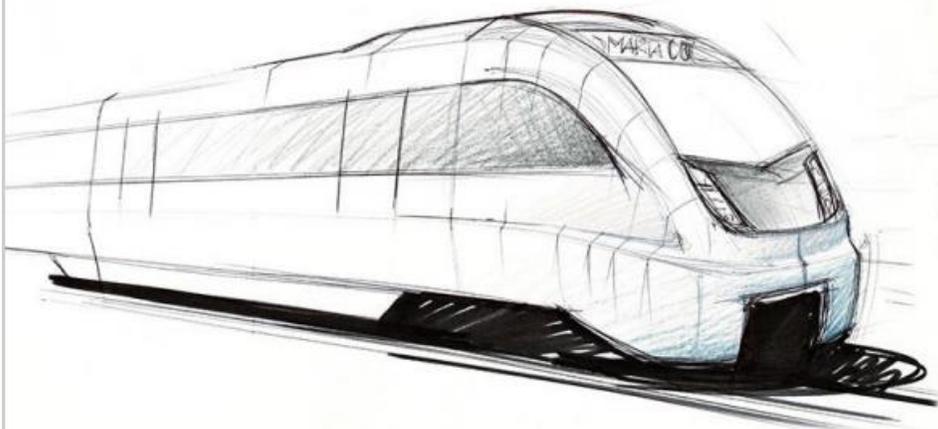
 19  4.1



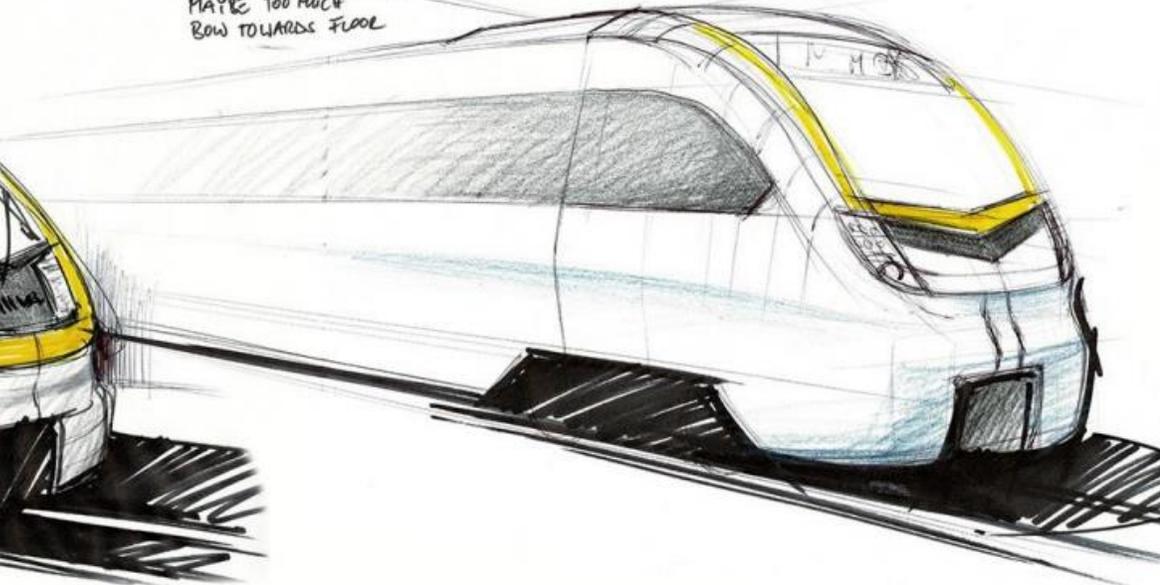
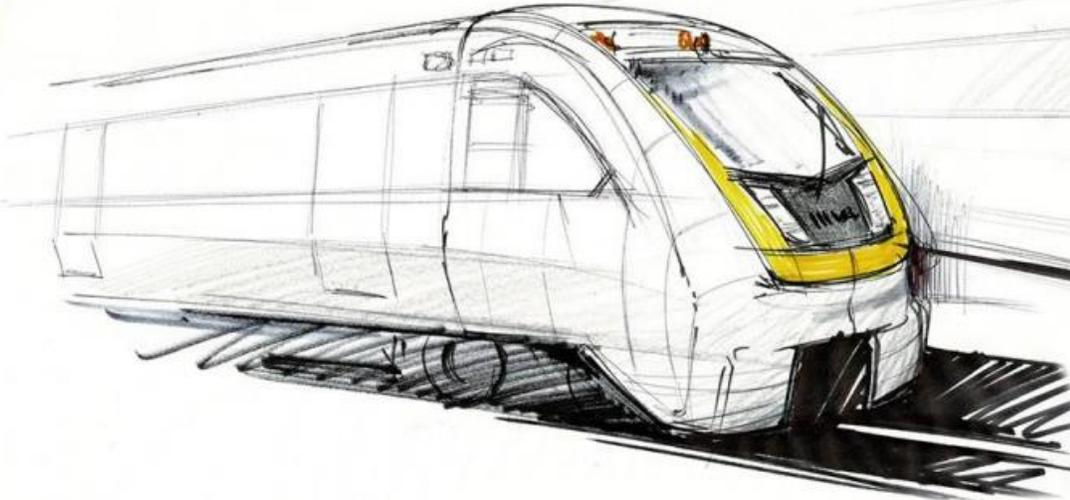
# Public Engagement Strategy: On the Horizon

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- 10 Days of Continued Outreach & Engagement (Concluding May 31, 2021)
- Customer Engagement Canvassing Activities
- Paid Advertising Campaign
- “Touch and Feel” Public Engagement
- Phase II Public Engagement – July/August 2021 (Exterior Features)



MAYBE TOO MUCH  
BOW TOWARDS FLOOR











# **Qmarkets Demonstration**



# Employee Resource Groups (ERGs)

Paula M. Nash, Executive Director  
Office of Diversity and Inclusion



## ERGs: What?



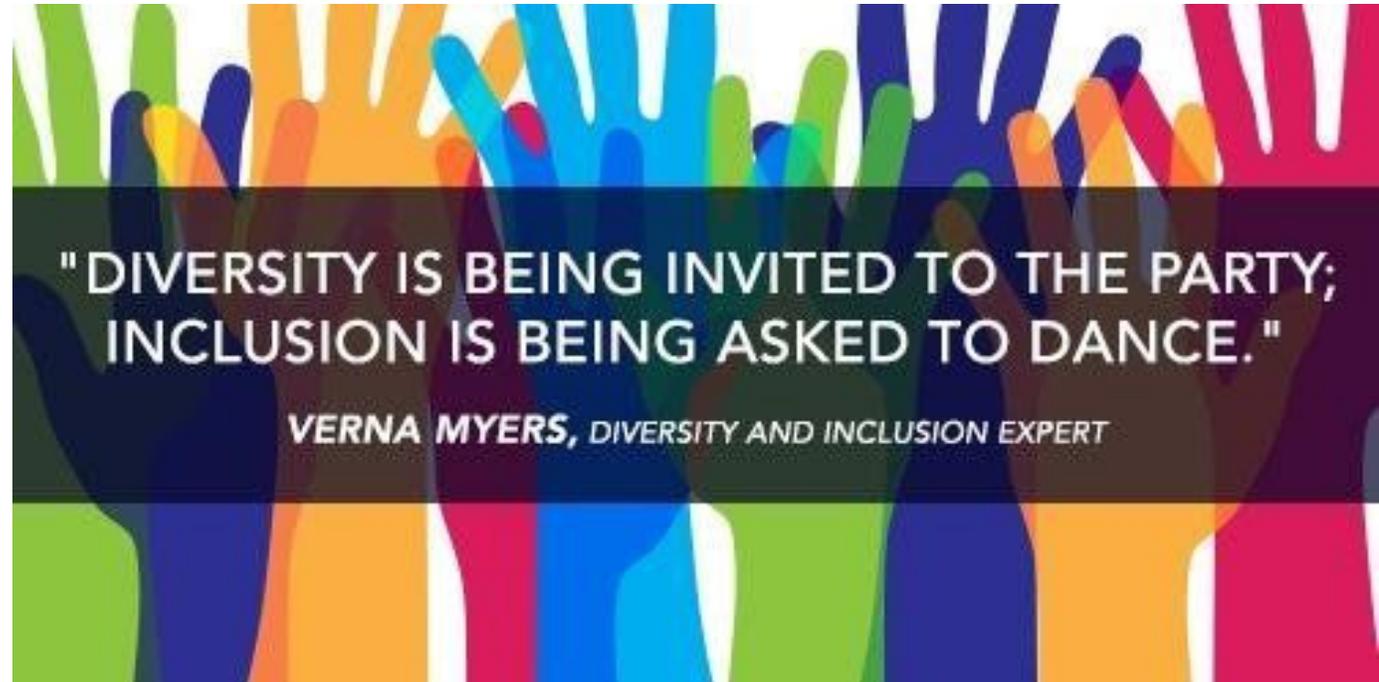
Groups of employees who join together in the workplace based on shared characteristics or life experiences. ERGs are generally designed to provide support, enhance career development, and contribute to personal development in the work environment.



# ERGs: Why?



- Affinity Groups or Business Network Groups
- Employee-led
- Foster Diversity, Innovation and Organizational Ownership
- Built around Organizational Goals
- Improves Business Decisions, Financial Performance, et. al.
- Develops Sense of Community
- Welcomes Differences in Perspectives
- Promotes Allyship and Collaboration
- Enhances Mutual Respect
- Creates sense of belonging



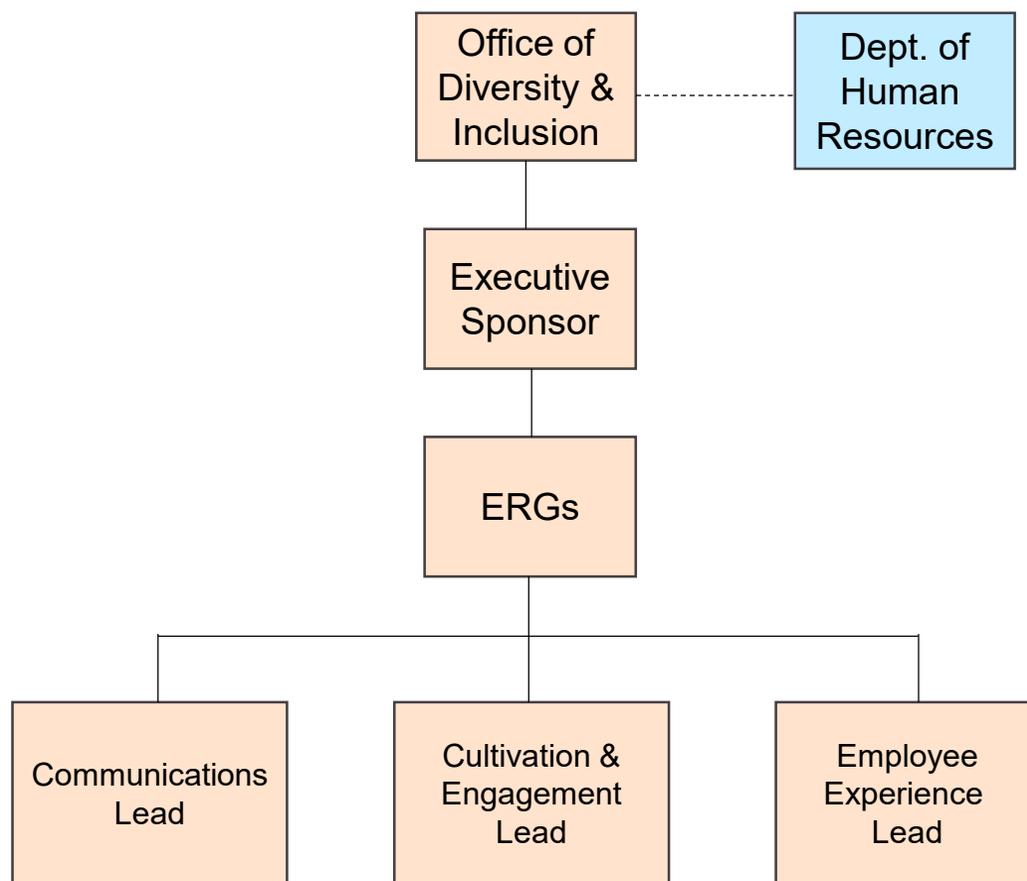
## ERGs: Why at MARTA? (Objectives)

- Enhance **employee relationship development**
- Promote an **inclusive environment**
- Enhance **leadership development**
- Support employee **engagement and ownership**
- Serve underrepresented communities in our service area through **outreach and engagement**
- Positively **impact MARTA's ability to fulfill its mission**



*"Ninety percent of companies identify that ERG members helped new employees to become comfortable during the onboarding process. Studies show that the first 60 to 90 days of employment are a critical time for any new hire, and they can be particularly challenging for members of traditionally underrepresented groups."*

# ERG Leadership Structure & Support



# ERGs Initiatives

- Create playbooks
- Cultivate relationships
- Create action plan and programming
- Support Internal Partnerships
- Advance Cultural Awareness
- Support minority-owned and small businesses
- Engage frontline, shift workers & non-HQ employees



# Proposed ERGs Focus Areas

**WOMEN**

**PRIDE**

**NEXT GEN**

(LGBTQA)

(MILLENNIALS)

**DEFEND**

**APIDA**

**TODOS**

(VETERANS)

ASIAN-PACIFIC  
ISLANDER

(HISPANICS / LATINOS)

**BLM**

(BLACK)

**DIVERSE-  
ABILITY**

(PWDs)

ERGs will be made up of employees who share a commonality and come together to promote an ATMOSPHERE OF INCLUSION, advance through PROFESSIONAL DEVELOPMENT, serve the community through OUTREACH and ENGAGEMENT, and act as a RESOURCE FOR BUSINESS INITIATIVES.

*Note: Names are subject to change and will be determined by a vote by each group.*

# ERG Success Stories



## Women at Microsoft (W@M)

W@M is held up as one of the greatest recent ERG success stories. W@M works hard to empower and inspire women to shatter the glass ceiling both at Microsoft and within the community. It has a busy schedule of annual events to help participants expand their skills. Planned, led, and directed by women, W@M is responsible for everything from recruiting drives at traditionally female colleges to developing relationships with women-owned suppliers.

## Community NETwork at AT&T

With over 12,000 members, Community NETwork is the oldest ERG at AT&T, as well as its third largest. It has been called the key to AT&T's exceptionally high retention rate and growing leadership presence among African American employees. Participants in Community NETwork partner with the company's Executive Advocate Program (called Champions) to identify and cultivate high-potential leaders. This has resulted in pinpointing more than 30 high-potential individuals at the VP level.



Employee Groups

# ERGs Timeline



\*Completed

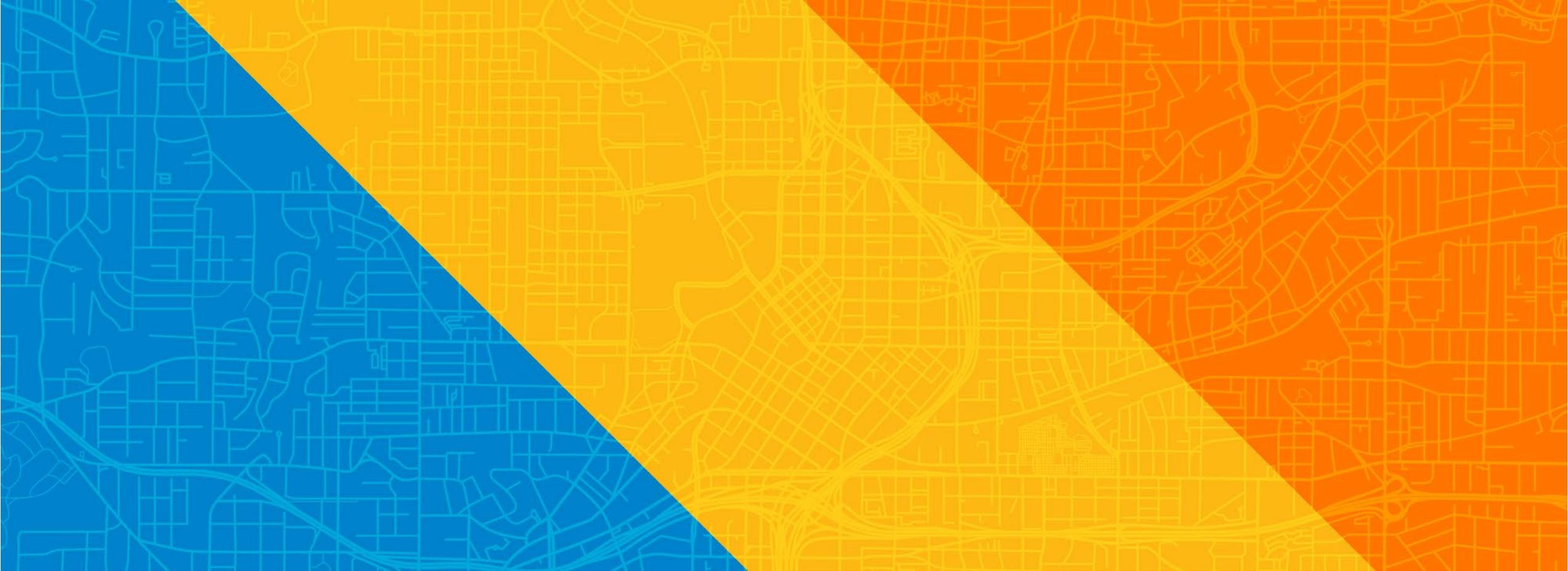
## Section 1: My Sense of Belonging

These questions are intended to help us better understand your experiences and sense of belonging at MARTA. Considering your experiences at MARTA, please indicate your level of agreement with each of the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel valued as an individual at MARTA.	<input type="radio"/>				
I feel I belong at MARTA.	<input type="radio"/>				
I am treated with respect at MARTA.	<input type="radio"/>				
MARTA is a place where I am able to perform at my full potential.	<input type="radio"/>				
I feel my opinions are valued at MARTA.	<input type="radio"/>				
I feel listened to.	<input type="radio"/>				
I am able to make innovations or changes to existing business processes.	<input type="radio"/>				
I must work harder than others to be valued equally at MARTA.	<input type="radio"/>				
My work experiences have had a positive effect on my sense of belonging at MARTA.	<input type="radio"/>				
I have considered leaving MARTA because I felt isolated or unwelcomed.	<input type="radio"/>				

## Value of ERGs at MARTA

- ERGs lead to highly engaged employees and enhanced productivity
- Engagement leads to retention
- Helps meet Equal Employment Opportunity (EEO) goals - Employees are reflective of the communities MARTA serves
- Through established relationships, allows MARTA to respond to community in more culturally relevant ways
- Professional development leads more diverse and stronger career paths for employees



Thank You

