



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, JULY 22, 2021

MARTA HEADQUARTERS

MEETING MINUTES

Committee Vice-Chair Rita Scott called the meeting to order at 10:03 A.M.

Board Members Present	Staff Members Present
Roberta Abdul-Salaam	Jeffrey Parker
Stacy Blakley	Elizabeth O'Neill
William Floyd	Rhonda Allen
Roderick Frierson	Melissa Mullinax
Freda Hardage ¹	Raj Srinath
Al Pond	Manjeet Ranu
Kathryn Powers	
Rita Scott, Vice Chair	
Thomas Worthy	

Also in attendance: Board General Counsel Justice Leah Ward Sears of Smith, Gambrell & Russell, LLP and other staff members: Stephany Fisher, Dean Mallis, Emil Tzanov, Kenya Hammond, Keri Lee and Tyrene Huff.

Approval of the May 20, 2021 External Relations Committee Meeting Minutes

Committee Vice-Chair Scott called for a motion to approve the May 18, 2021 meeting minutes. Board Member Abdul-Salaam made a motion to approve, seconded by Board Member Floyd. The minutes were approved unanimously by a vote of 7 to 0 with 7¹ members present.

Briefing - External Affairs Outreach and Public Engagement Efforts Update [*Presentation attached*]

Chief of Staff Melissa Mullinax presented an overview of MARTA's External Affairs Office of Public Engagement's outreach efforts.

Committee Vice-Chair Scott opened the floor for questions and comments.

- Board Member Pond asked what are the funding obstacles of the three projects mentioned. General Manager Parker replied that all projects are funded locally through the City's half-cent sales tax. MARTA will seek federal funding for corridor projects through the CIG program; an example would be Campbellton Road. There are no funding barriers.
- Committee Vice-Chair Scott asked whether you have heard complaints from Council members referencing that more accessible popup public meeting locations should be considered. Chief of Staff Mullinax responded, yes, we have heard, and this is the last of

¹Board Member Hardage arrived after the approval of the Committee minutes.

the popup meetings. The closest bus stop is a half-mile away from the location and we have virtual meetings for public comment.

- Board Member Abdul-Salaam read into an email from Sherry Williams asking why the popup public meetings are at Fort McPherson and not in locations along route 83, suggesting parking lots under tents. Board Member Abdul-Salaam also asked who is working community outreach for Clayton County. Chief of Staff replied, Jon McKenley and Toni Thornton of the MARTA community engagement team and two subs, the Collaborative Firm and Content Terry.
- Chief of Staff Mullinax commented that on the Campbellton Road engagement, we had teams at the bus stops along the corridor to gather public comments. We are looking into a location at Greenbriar Mall.

Briefing – Media Impressions for March – June 2022 *[Presentation attached]*

Manager of Communications, Stephany Fisher, presented an overview of MARTA's Media Impression from March – June 2021.

Committee Vice-Chair Scott opened the floor for questions and comments. There were none.

Other Matters

Chief of Staff Melissa Mullinax notified the Committee of the Grant Street MARTA Artbound event on Friday, July 23, 2021, at King Memorial Rail Station.

Adjournment

The Committee meeting adjourned at 10:33 A.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://youtu.be/pE8ZmiV0WD8>

MoreMARTA Atlanta Public Engagement Activities

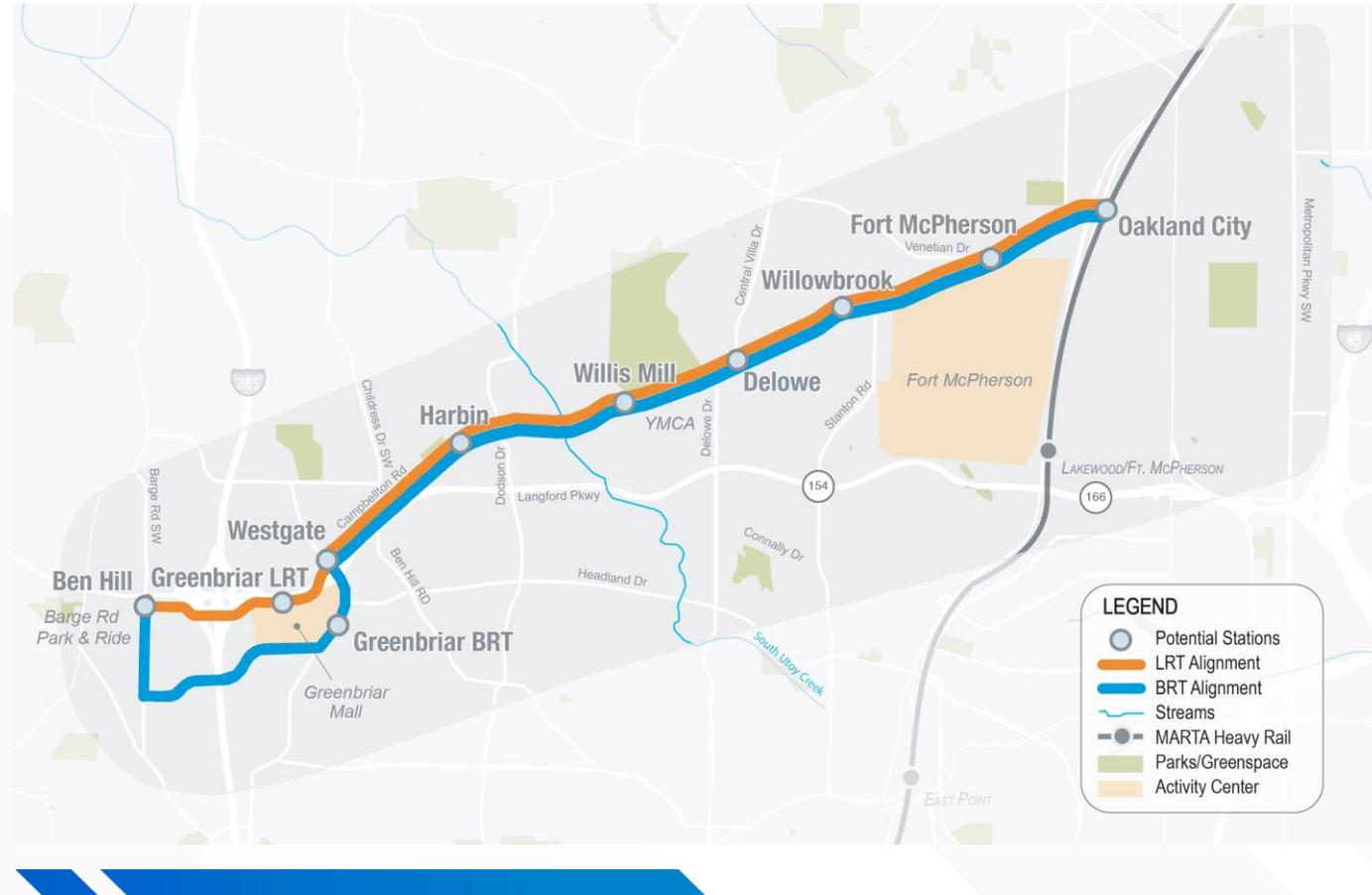
External Relations Committee Report

July 22, 2021



Campbellton Corridor: Project Background

- A planning study began in Fall 2019 to determine the best mode (BRT or LRT) and route for the Corridor.
- Route 83, along Campbellton Road is the 2nd busiest of all MARTA bus routes.
- Campbellton is a 6-mile corridor serving Oakland City Station, Fort McPherson and Greenbriar Mall.
- The project proposes nine stations with two options for Greenbriar Mall.
- Preliminary engineering could help support advancing Greenbriar Transit Center.
- Ongoing public engagement to help determine locally preferred alternative (LPA).



Campbellton Corridor: Public Engagement

In-person project kickoff held in **November 2019**.
Virtual public meetings held in **June 2020 and 2021**.

- Over 350 attendees in 2020; Approximately 100 attendees in 2021.
- Over 320 views of the recorded June 2021 presentation on YouTube.
- Ongoing stakeholder meetings with Dominion Developers, Fort McPherson, Invest Atlanta, Greenbriar Mall and more.

Community Feedback:

- Further LRT expansion after this construction.
- Connectivity to additional activity centers and future projects.

marta 2040
TRANSFORMING TRANSIT

**CAMPBELLTON
CORRIDOR**
TRANSIT PROJECT

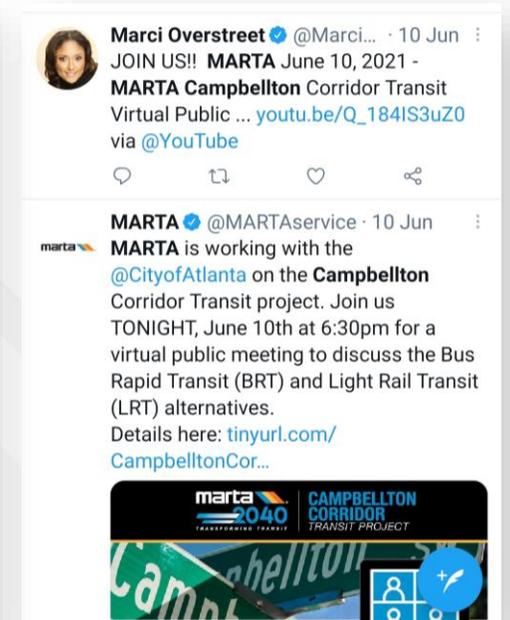
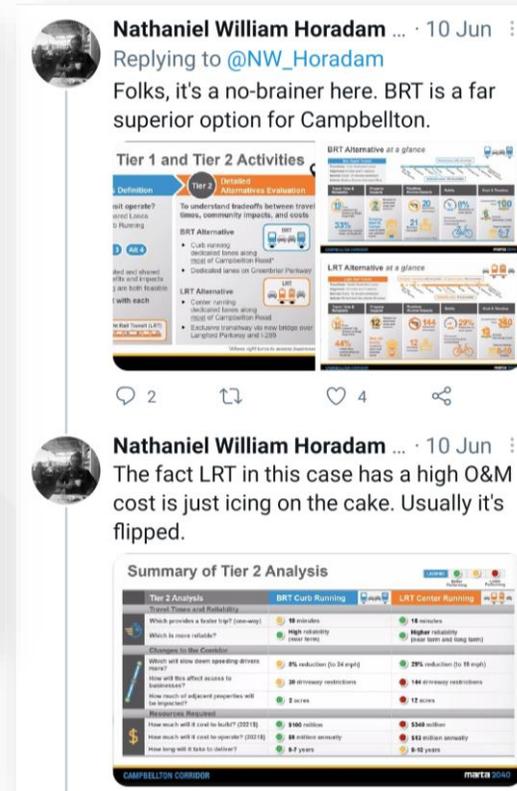
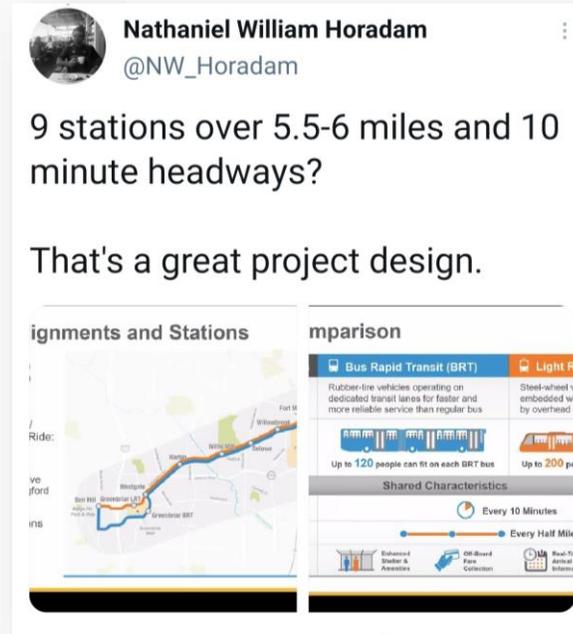
WE WANT YOUR INPUT!

Attend the VIRTUAL PUBLIC MEETING
Thursday, June 10, 2021 at 6:30 P.M.

Campbellton Corridor: Additional Outreach Efforts

Additional outreach efforts:

- 345 paper surveys completed
- 232 online surveys completed
- 1,000 unique visitors to virtual meeting room website
- Three “pop-up” open house events scheduled in July 2021
- Direct business and residential canvassing activities along corridor
- Ongoing stakeholder engagement including bus and station canvassing



Streetcar East Extension: Project Background

MARTA's Streetcar East Extension project is the first expansion of the existing downtown Streetcar.

- The extension will run along Edgewood Avenue to the BeltLine at Irwin Street and up to the Poncey-Highlands neighborhood
- The current alignment proposes five stop locations
- This project provides a one-seat ride between the BeltLine Eastside Trail and Downtown



Streetcar East Extension: Public Outreach Results



Virtual meeting rooms were launched, and a virtual meeting held in May 2021.

- Over **260** attendees
- **49** questions and **7** comments received
- **490+** survey responses
- **1,260** unique visitors to virtual meeting room
- **450+** views of the presentation on YouTube



Stakeholder Briefings:

- Old Fourth Ward and Central Atlanta Progress
- Area developers
- Auburn Avenue partners, King Center, U.S. National Park Service
- Councilmember meetings in conjunction with ABI
- Faith-based organizations and community groups



Community Priorities:

- Preserving safety and access to Edgewood neighborhood and businesses
- Project funding and schedule
- Reducing current traffic congestion in the Edgewood community



Additional public outreach planned for September 2021



Summerhill BRT: Project Overview

The Summerhill Bus Rapid Transit project will add 4.8 roundtrip BRT miles (85% dedicated, bus only lanes). The project will:

- Operate from the BeltLine to Downtown via MLK Jr. Blvd with 16 bus stops.
- Connect South Atlanta, Peoplestown and Summerhill to Downtown and Midtown.
- Operate with five 60' articulated electric vehicles.
- Connect three MARTA stations.

Station Visioning Workshop (July 2021)

- Input into the visual appearance of the shelters
- Modern, safe, and high-tech shelters with customer amenities



Summerhill: Public Outreach Results



In adherence with CDC guidelines, virtual public meetings were held in **June and November 2020**.

- Over 350 attendees
- Over 75 questions and comments received
- Over 400 views of the presentation on YouTube
- Hosted key stakeholder meetings



Community Priorities:

- Station accessibility and locations.
- Service schedules and future expansion of BRT.
- Collaboration with Atlanta BeltLine, Inc. to coordinate connectivity between Southside Trail and Downtown.



Upcoming Engagement Activities:

- Ongoing meetings with Atlanta City Councilmembers
- **Planned public meeting: Tentatively Fall 2021**



Five Points Transformation: Project Background

The Five Points Transformation project consist of key scoped items:

- Deconstruction of the Canopy
- Closure of the “drum”
- Potential Broad St. connection
- Preparing the way for TOD

All work to be done while bus, rail and pedestrian activities continue.

Five Points Transformation project is scheduled to be completed prior to the 2026 World Cup games.

Robust public engagement activities will take place to obtain feedback on key design elements, space utilization and the overall customer experience.



Rail Car Preliminary Design: Project Overview

- 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.
- **Phase I** public engagement efforts were launched May 2021 and focused on interior design aspect.
- **Phase II** public engagement efforts will launch Summer 2021 and will allow the public to weigh in on the exterior design concepts.



Total Votes: 17,512



Comments: 711



Total Individuals Engaged: 1,325
(Qmarkets - 713; In-person Surveys- 612)



Total Qmarkets Page Views: 14,657



Take Westbound Train to
Mercedes-Benz Stadium
State Farm Arena / CNN Center
Georgia World Congress Center

Westbound   

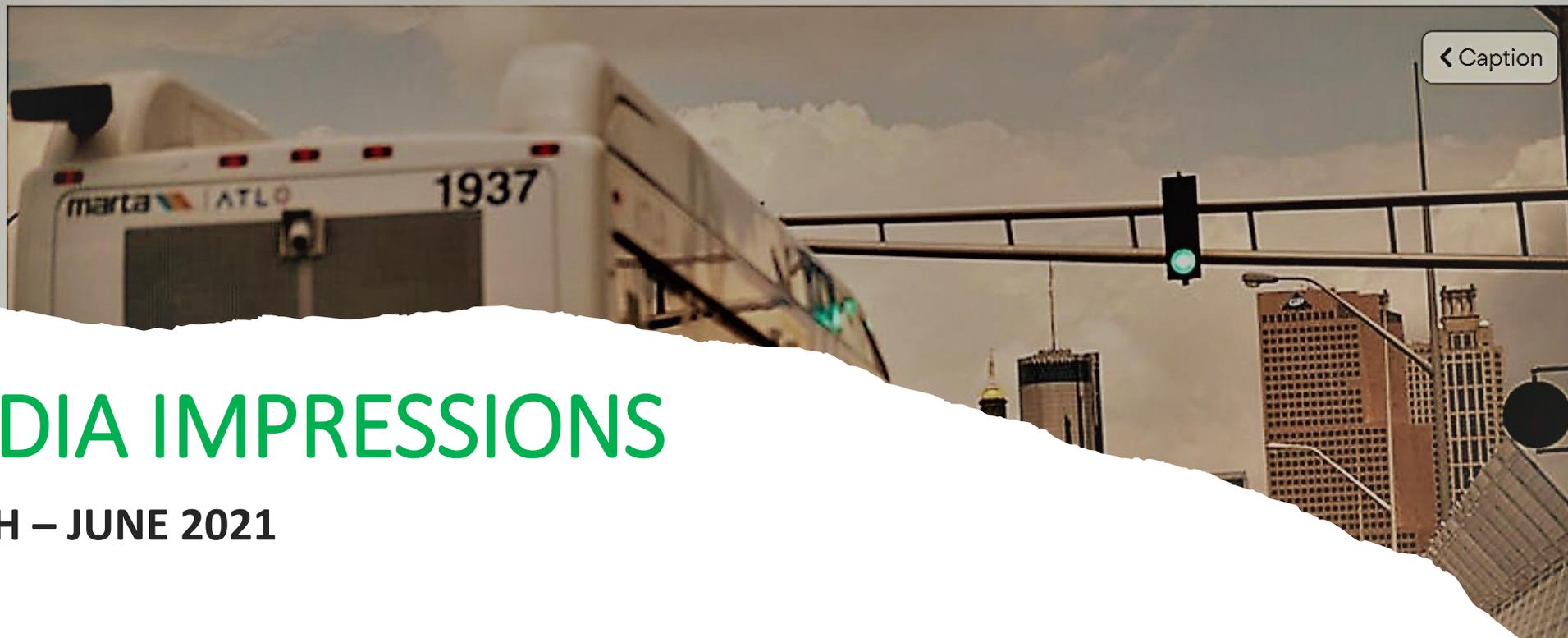
Questions?



Thank you for subscribing.

Choose from a variety of newsletters to stay informed.

MARTA set to restore all bus routes by mid-April



MEDIA IMPRESSIONS

MARCH – JUNE 2021

MARCH

Historic Day for Transit Funding in Georgia

MARTA Achieves Top Industry Status for Sustainability Commitment Program

MARTA Partners with State of Georgia & Delta to Provide Transportation to Largest State-Run COVID-19 Vaccination Site

MARTA Partners with Asian American Foundation to Support National Stop Asian Hate Day





597 News Stories

83% Positive or Neutral in Tone

\$8M AVE



APRIL

MARTA to Restore Bus Routes Suspended Due to COVID-19

MARTA Will Offer Key Parcel for “Finding the Flint”

MARTA Frontline Employees to Receive One-Time COVID-19 Pandemic Payment

MARTA Board Authorizes Contract for BeltLine Transit Engineering Study; Takes Step Forward in Bringing Transit to Atlanta BeltLine

BeltLine Engineering Study media tour – April 23



432 News Stories

95% Positive or Neutral in Tone

\$6M Advertising Value Equivalent

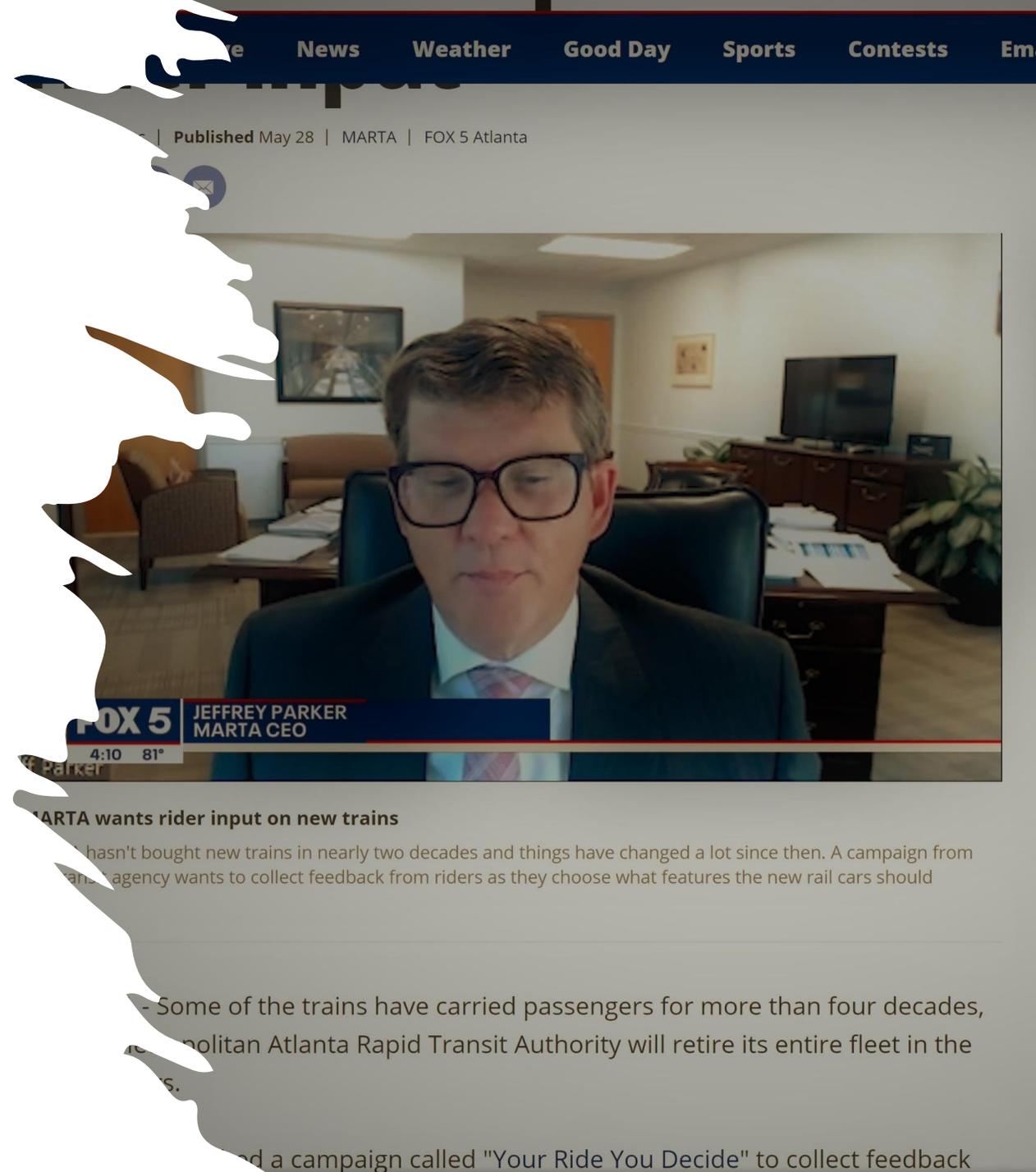
MAY

MARTA Seeks Public Input on New Rail Car Design

MARTA Sells Land to Columbia Residential for Development of Senior Affordable Housing at Avondale Station

MARTA Hosts Virtual Public Meeting to Provide Update on Streetcar East Extension Project

MARTA Applauds Governor Kemp Signing FY22 State Budget with First-Ever Line Item for MARTA

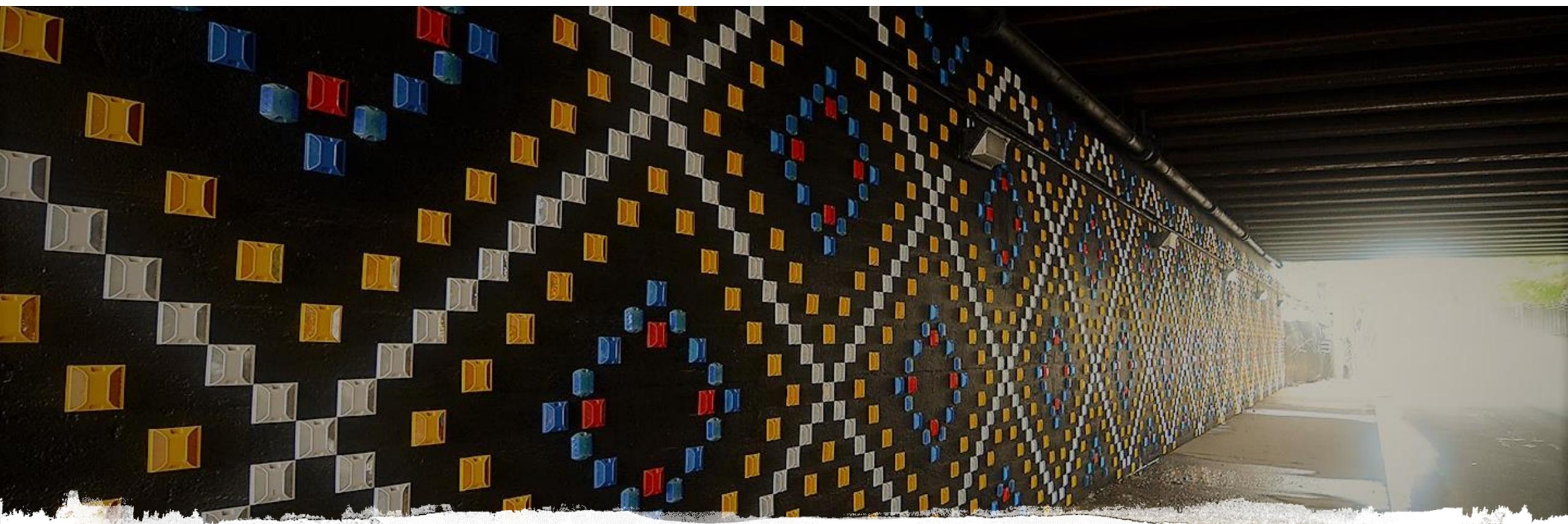




888 News Stories

79% Positive or Neutral in Tone

\$12M AVE



MARTA Artbound, Dashboard Work With Artist and Historian to Transform Grant Street Tunnel

JUNE

MARTA Adopts Balanced Budget for Tenth Consecutive Year

MARTA and Goldman Sachs Asset Management Announce \$100M Atlanta Affordable Housing and Transit-Oriented Development Initiative

MARTA Teams With Perimeter Community Improvement Districts to Beautify Dunwoody Rail Station

588 News Stories

91% Positive or Neutral in Tone

\$6M Advertising Value Equivalent



Dunwoody mural ribbon-cutting – June 22

Major renovation of MARTA Five Points station set to begin

JUNE 24, 2021 *by* COLLIN KELLEY



Major renovation of MARTA Five Points station

HOME CULTURE  EVENT CALENDAR FOOD & DRINK

QUESTIONS