



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, JULY 21, 2022**

**ATLANTA, GEORGIA**

**MEETING MINUTES**

**1. CALL TO ORDER AND ROLL CALL**

Chair Robert Ashe III called the meeting to order at 10:07 A.M.

**Board Members**

**Present:**

Al Pond  
Freda Hardage  
Jim Durrett  
Rita Scott  
Thomas Worthy  
William Floyd  
Heather Aquino<sup>1</sup>

**Board Members**

**Absent:**

Kathryn Powers  
Roberta Abdul-Salaam  
Robert Ashe III  
Roderick Frierson  
Reginald Snyder  
Stacy Blakley  
Roderick Mullice  
Russell McMurry<sup>1</sup>

**Staff Members Present:**

Manjeet Ranu  
Raj Srinath  
Peter Andrews  
Ralph McKinney  
Luz Borrero  
George Wright

<sup>1</sup>Russell McMurry is Commissioner of the Georgia Department of Transportation (GDOT) and Heather Aquino is the Interim Executive Director of the Georgia Regional Transportation Authority (GRTA). Per the MARTA Act, both are non-voting members of the Board of Directors.

**Also in Attendance:** Justice Leah Ward Sears, Colleen Kiernan, Lyle Harris, Tyrene Huff, Kenya Hammond, Colleen Kiernan, Paula Nash, Jacqueline Holland

**2. APPROVAL OF THE MINUTES**

**Minutes from May 19, 2022.**

Approval of the May 19, 2022, External Relations Committee minutes. On a motion by Board Member Hardage, seconded by Board Member Durrett, the motion passed by a vote of 6 to 0 with 1 member abstaining and 7 members present.

**3. RESOLUTIONS**

**Resolution Authorizing the Modification in Contractual Authorization for Professional Services for Homeless Outreach, LOA L47029**

Approval of the Resolution Authorizing the Modification in Contractual Authorization for Professional Services for Homeless Outreach, LOA L47029. On a motion by Board Member Worthy, seconded by Board Member Durrett, the resolution passed by a vote of 6 to 0 with 1 member abstaining and 7 members present.

**4. BRIEFING**

**Media Impressions Update**

Colleen Kiernan, Senior Director, Government Affairs, presented an update on MARTA's media impression from March - June 2022.

**5. OTHER MATTERS**

None

**6. ADJOURNMENT**

The Committee meeting adjourned at 10:38 A.M.

Respectfully submitted,



Tyrene L. Huff  
Assistant Secretary to the Board

YouTube link: <https://youtu.be/AHjgNr713NI>



# Resolution Authorizing the Extension of the HOPE Atlanta Contract for Homeless Outreach Services - L47029

**External Relations Committee**

**July 21, 2022**

**Lyle V. Harris**

Senior Director of Customer &  
Employee Experience



# AGENDA

- Program Recap/Goals
- Program Funding/Details
- Outreach Impact
- Successes
- Challenges
- Moving Forward



## BORNE OF CRISES

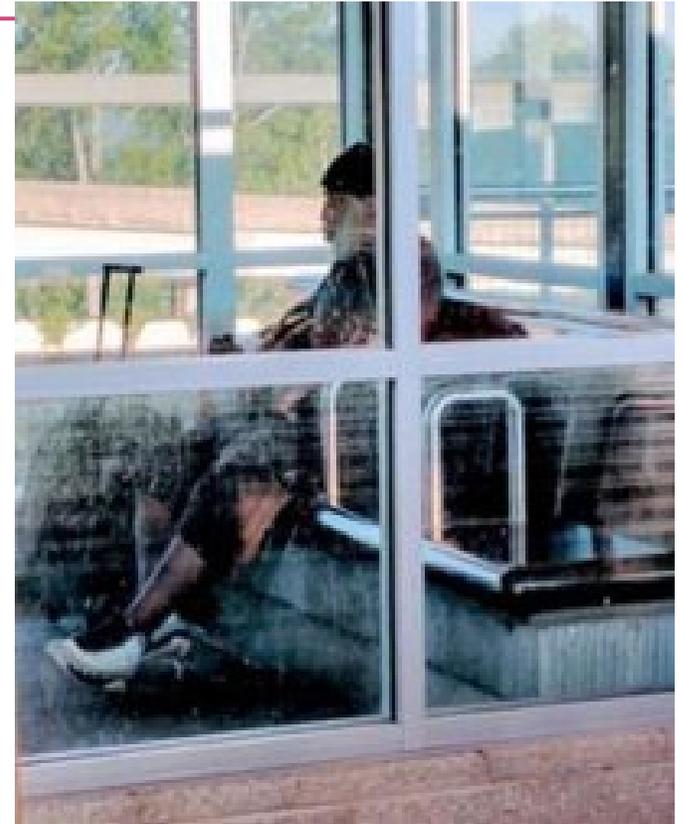
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- MARTA HOPE launched in August 2020
  - COVID-19 cases remained high
  - Airport policies re: homeless
  - Lack of shelter space
  - Customer concerns about safety & security



# PROGRAM GOALS

- Improve overall transit experience for MARTA customers
- Effective, humane and meaningful response “...homelessness is not a crime”
- Maximize direct assistance provided to unsheltered persons on MARTA property
- Collaborate with area stakeholders to make homelessness, "rare, brief, and non-recurring."



# PROGRAM FUNDING

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- 1<sup>st</sup> Year FY21: **\$123K + 57K (Modifications) = \$180K**
- 2<sup>nd</sup> Year FY22: **\$180K + 288K (Modification) = \$468K**
- 3<sup>rd</sup> Year FY23: Seeking **\$468K** - contract term: 12 months  
(August 2022 – July 2023)

# PROGRAM DETAILS

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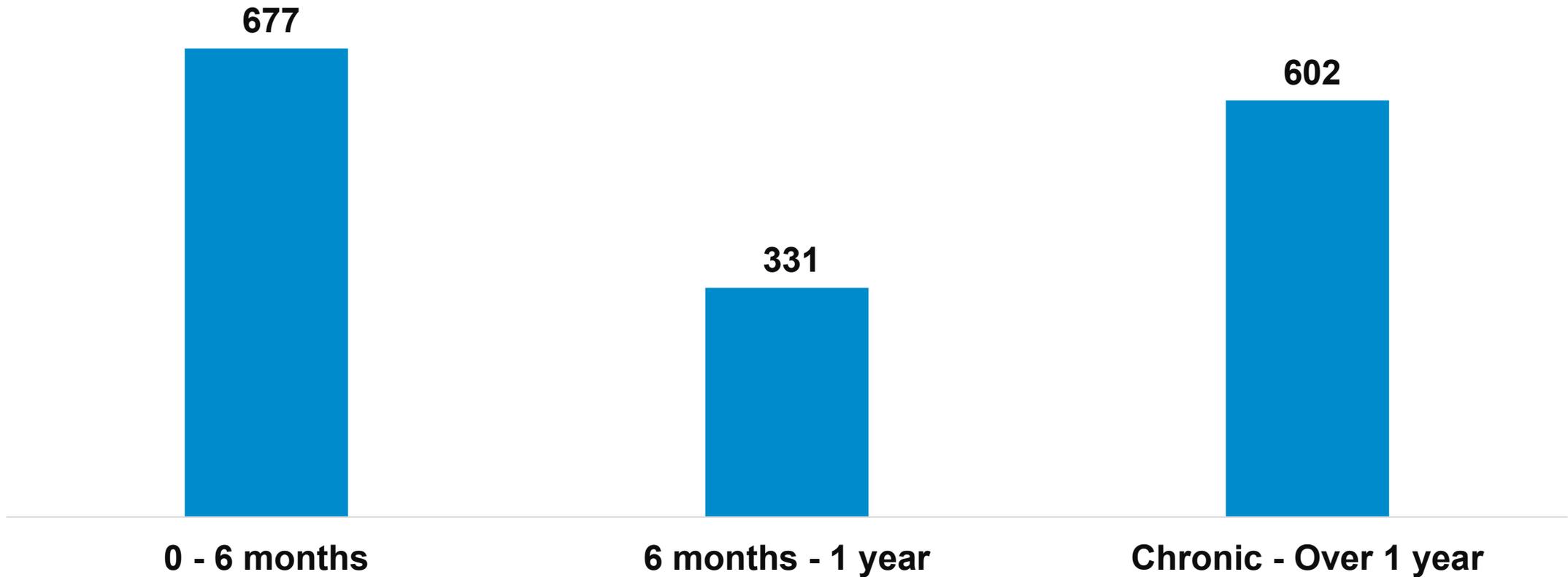
- Number of case managers increased from two to six
  - Staffing weekdays, 6 am – 2 pm; 2 pm – 11 pm
  - Staffing weekends 7 am – 3 pm
  - Five beds reserved for men at Gateway Center
  - Five beds reserved for women at Mary Hall Freedom House
- Field protective specialists withdrawn
- All case managers equipped with radios; direct link to Rail Control
- Engagement footprint has expanded to cover bus shelters, streetcar/stops, and parking lots.

# PROGRAM IMPACTS

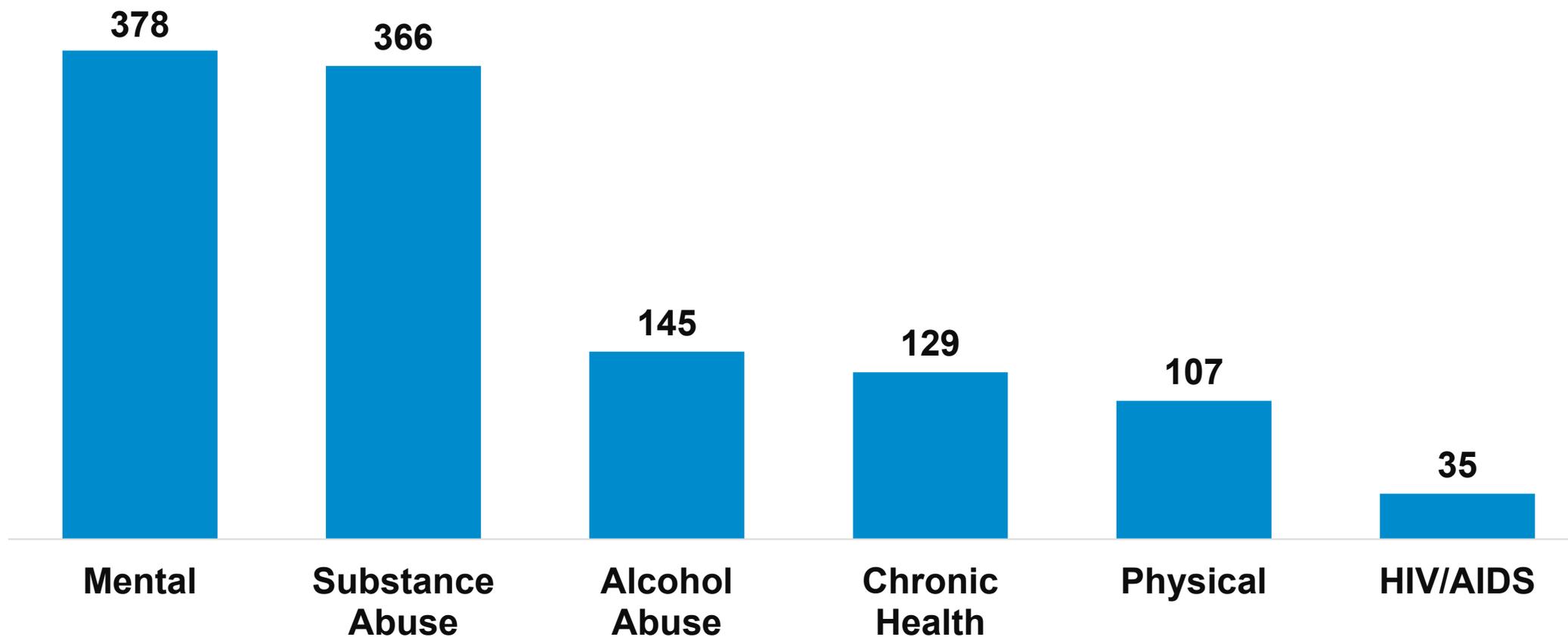
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- A total of **6,273** engagements since August 2020
- **1,733 people accepted assistance** (28%); 4,540 rejected (72%)
- **551 people** connected to shelter
- **1,127 people** were referred to HOPE Atlanta or other providers
- **55 people** reunited with their families

# LONG-TERM HOMELESSNESS



# DISABLING CONDITIONS





# SUCCESSSES

- Greater awareness of MARTA HOPE program
- Incremental influence on ridership experience
- Demonstrable outcomes for those seeking assistance
- Enriched communication and engagement with stakeholders
- Involvement in issue-oriented programs and research
- Addition of CX manager, Jon Gordon, from LA Metro's homelessness outreach program
- "Chronicles of HOPE" Annual Report (August 15)

# CHALLENGES

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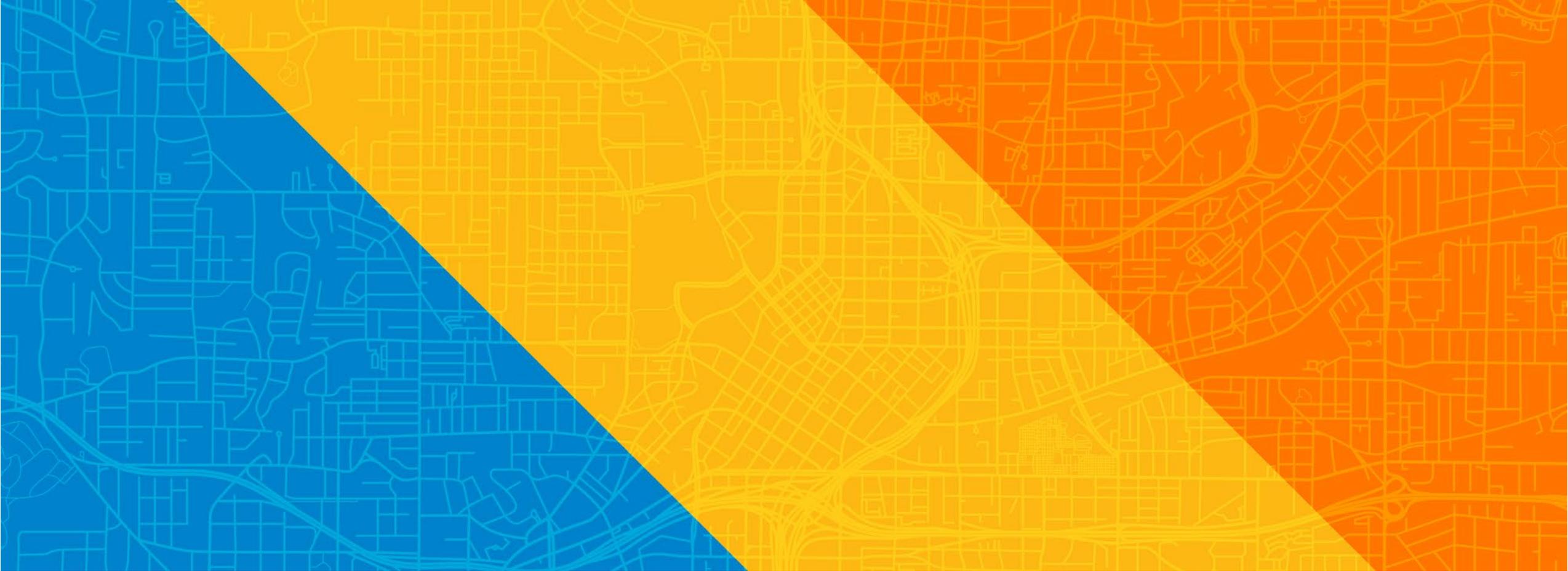
- Change in leadership/management at HOPE Atlanta
- Lack of safe shelters will continue to attract people seeking refuge on MARTA
- Managing customer expectations
- Increasing client acceptance rates
- Avoiding mission fatigue

# MOVING FORWARD

- Renew contract with HOPE Atlanta (1-year)
- Develop MARTA HOPE branding to increase visibility
- Conduct MARTA "point-in-time" census of the homeless population
- Work closely with MPD Chief Kreher/CoA Public Safety Commission
- RFP for expanded scope of work in FY '24 to include mental health/substance abuse counselors and client transport services



**Request Approval of the Resolution  
Authorizing the Extension  
of the HOPE Atlanta Contract for  
Homeless Outreach Services - L47029**



Thank You



# MEDIA IMPRESSIONS



# MARCH

1,310 News Stories

\$19M AVE

94% Positive & Neutral





**APRIL**

**1,770 News Stories**

**\$25M AVE**

**78% Positive & Neutral**

A man in a dark blue suit and light blue checkered shirt is being interviewed by a news reporter. The reporter, wearing a dark shirt with small yellow dots, is holding a microphone with a blue and yellow logo. They are standing on a green carpeted area with rows of white folding chairs in the background. The scene is outdoors under a white tent structure.

**MAY**

337 News Stories

\$10M AVE

85% Positive & Neutral



**JUNE**

**1,100 News Stories**

**\$13M AVE**

**68% Positive & Neutral**

# Connect

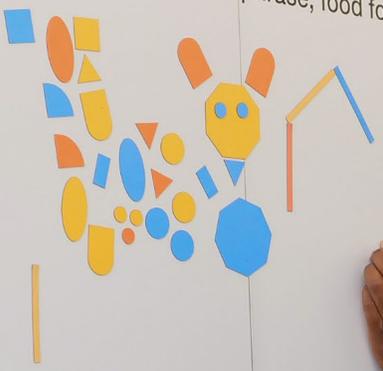
Leave your favorite word/phrase, food for thought, or a note for your fellow passengers.

Grid of icons and numbers:

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GCN O AEE  
SLJI DCFX  
BR EEE  
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IT STARTED  
WITH TULIPS  
NOW WE ARE  
USING TWO L

WE ALL MAEK  
THE LITTLE  
FLOWERS GROW

Word cards:

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QUESTIONS

