



BOARD OF DIRECTORS

**METROPOLITAN ATLANTA RAPID TRANSIT
AUTHORITY**

BUSINESS MANAGEMENT COMMITTEE

THURSDAY, JUNE 24, 2021

ATLANTA, GEORGIA

via Webex

MEETING MINUTES

Committee Chair Roderick Frierson called the meeting to order at 11:02 a.m.

Board Members Present	Staff Members Present
Roberta Abdul-Salaam	Jeffrey Parker
Stacey Blakley	Collie Greenwood
William Floyd	Rhonda Allen
Roderick Frierson, Chair	Luz Borrero
Freda Hardage	Elizabeth O'Neill
Al Pond	Raj Srinath
Rita Scott	Ralph McKinney
Christopher Tomilson ¹	Manjeet Ranu

Also in attendance: Board General Counsel Justice Leah Ward Sears of Smith, Gambrell & Russell, LLP; other staff members: LaShanda Dawkins, Kirk Talbott, Donna Jennings, Dean Mallis, Paula Nash, David Emory, Scott Kreher, George Wright, Emil Tzanov, Kevin Hurley, Patricia Lucek, Gena Major, Robert Goodwin, William Taylor, Phyllis Bryant, Keri Lee, Tyrene Huff and Board Techs, LaTonya Pope, Courtne Middlebrooks, Jonathan Brathwaite and Abebe Girmay.

Approval of the May 27, 2021 Business Management Committee Meeting Minutes

Chair Frierson called for a motion to approve the May 27, 2021 meeting minutes. Board Member Pond made a motion to approve, seconded by Board Member Abdul-Salaam.. The minutes were approved unanimously by a vote of 7 to 0 with 8 members present.¹

Resolution Authorizing the Award of the Procurement of Leave Management Services, RFP P47301 [Presentation attached]

LaShanda Dawkins, AGM Human Resources, presented the above resolution for

¹Russell McMurry is the Commissioner of the Georgia Department of Transportation and Christopher Tomlinson is the Executive Director of Georgia Regional Transportation Authority (GRTA). Per the MARTA Act, they are non-voting members of the Board of Directors.

approval. On a motion by Ms. Hardage, seconded by Ms. Abdul-Salaam, the resolution was approved unanimously by a vote of 7 to 0 with 8 members present.¹

- Ms. Abdul-Salaam asked who handles workers compensation and Ms. O'Neill replied Risk Management with the assistance of a third party. Ms. Scott had questions and concerns regarding the firm not meeting the 10% DBE goal despite good faith efforts. Ms. Nash explained the process as it relates to the goal and firms attempting to meet the goal via good faith efforts. She advised her team continues to monitor and follow-up with the firms as well. Mr. Parker provided more clarity on Ms. Nash's response. Ms. Blakley agreed with Ms. Scott's statements and added accountability is key. In addition, being supportive and on the forefront of Diversity & Inclusion as an organization is important.

Resolution Authorizing the Award of a Contract for the Procurement of Splunk Enterprise Security Subscription Maintenance Support, IFB B48255 [Presentation attached]

Dean Mallis, AGM Information Security, presented the above resolution for approval. On a motion by Ms. Abdul-Salaam, seconded by Ms. Hardage, the resolution was approved unanimously by a vote of 7 to 0 with 8 members present.¹

- Mr. Pond asked about the budget estimate. Dean advised Internal Audit reviewed the estimate and deemed fair pricing in line with our estimate for Fiscal Year 2022. Ms. Abdul-Salaam asked, will the software do anything to prevent breeches and Dean advised no, only detects, but his team is looking into preventive software. Dean provided examples of how the software will work.

Resolution Authorizing the Award of the Procurement of Property and Casualty Insurance Brokerage Services, RFP 48464 [Presentation attached]

Donna Jennings, Director Risk Management, presented the above resolution for approval. On a motion by Mr. Pond, seconded by Ms. Hardage, the resolution was approved unanimously by a vote of 7 to 0 with 8 members present.¹

Resolution Authorizing a Three-Year Extension for the Airlink Mobility Manager Maintenance and Support, LOA L44248 [Presentation attached]

Kirk Talbott, AGM Technology/CIO, presented the above resolution for approval. On a motion by Ms. Hardage, seconded by Mr. Pond, the resolution was approved unanimously by a vote of 7 to 0 with 8 members present.¹

Briefing – Technology Updates [Presentation attached]

Kirk Talbott, AGM Technology/CIO, presented a briefing on Technology Updates.

Briefing – Diversity & Inclusion [Presentation attached]

Paul Nash, Executive Director, presented a briefing on the Office of Diversity & Inclusion.

- Ms. Nash took time to thank Ms. Blakely for helping her team up with National Association of Black Women in Construction (NABWIC) for a virtual event on How

To Do Business with MARTA. Ms. Scott had additional questions about the firms not meeting DBE goals. Ms. Nash explained that documentation is required by the firms explaining how they attempted to meet the DBE goal. The Office of Diversity & Inclusion monitors and calls companies as well. Mr. Frierson asked how many DBE companies do we have in the MARTA directory. Ms. Nash explained, there isn't a MARTA directory, but the Georgia UCP directory. There are over 1000 firms. The Office of Diversity & Inclusion provides a list of DBE companies to the Office of Contracts & Procurement during their process. Ms. Abdul-Salaam asked about veterans as being DBE. Ms. Nash advised veterans under the federal law are not a category for DBE, but they are considered small businesses. Ms. Nash and her team will continue to educate firms including veterans on how to get contracts with MARTA. Ms. Blakely thanked Ms. Borrero and Ms. Nash on following-up on the certification process and implementing KPI's and improving the process. Ms. Blakely had a question about the large decrease on the amounts of records processed in May 2020. Ms. Nash advised there was a decrease overall and due to losing a team member, but the office is working on processing this information.

Other Matters [*Presentation attached*]

FY 2021 April Financial Highlights and Financial Performance Indicators

- Mr. Srinath gave a brief overview of the FY 2021 April Financial Highlights and Financial Performance Indicators. Detailed information can be found in the packet.

Adjournment

The Committee meeting adjourned at 12:29 p.m.



Tyrene L. Huff
Assistant Secretary to the Board

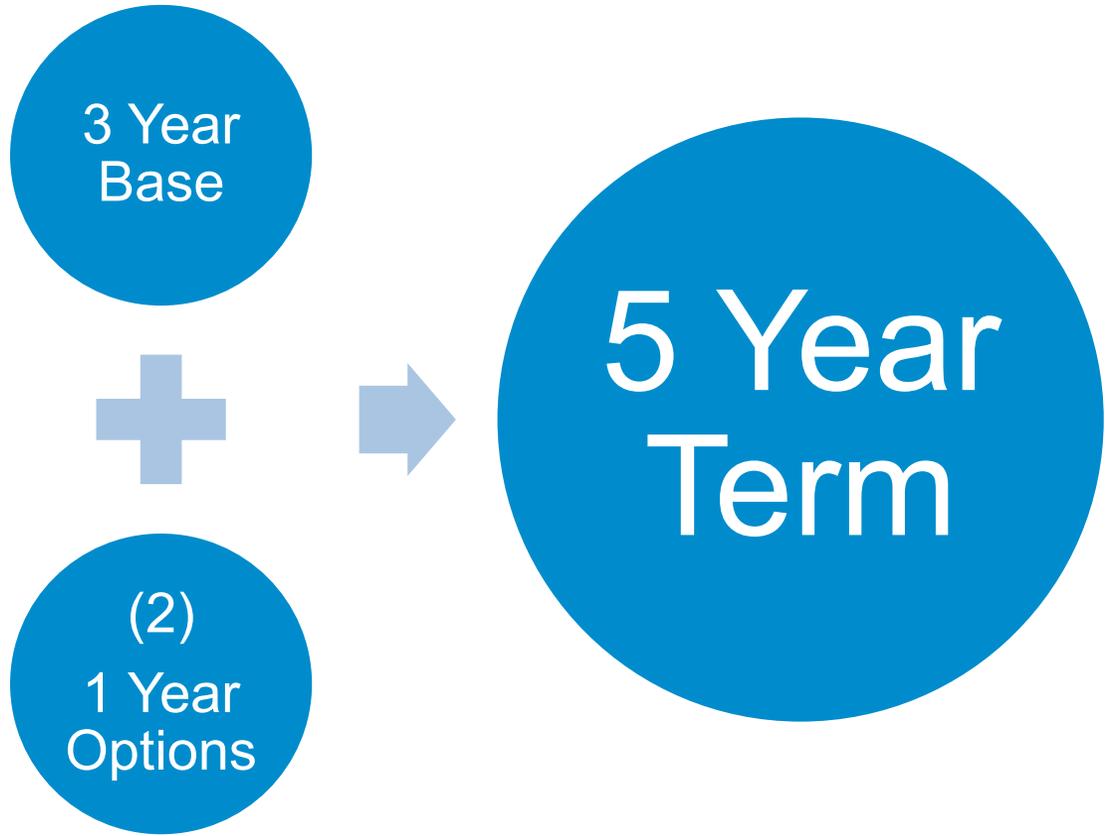
YouTube Link: <https://youtu.be/4sygepYGFp8>



RFP P46683 - Resolution Authorizing the Award of a Contract for Leave Management Services, RFP P47301

LaShanda R. Dawkins, Assistant General Manager Human Resources

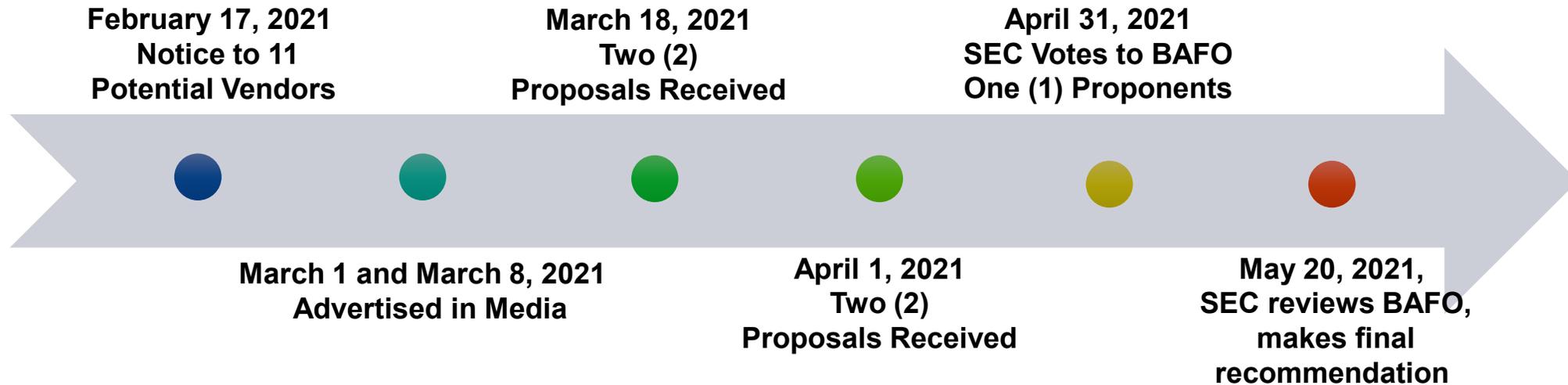
Contract Term



\$ 2,096,688.00
LOCAL OPERATING FUNDS

10% DBE GOAL

Background



Background Cont.

Two Proposals Received and Responsive

- Regional Management Services LLC.
- UPMC Benefit Management Services Inc. dba Workpartners

One Invited to Submit BAFO

- UPMC Benefit Management Services Inc. dba Workpartners

Recommended Vendor

- UPMC Benefit Management Services Inc. dba  WorkPartners
- 1995 Inception
- Headquartered in Pittsburgh, PA
- Incumbent Vendor

Disadvantaged Business Enterprise Goal

- Limited areas of opportunities for DBE participation
- Explored Printing Fulfillment and Physicals
- Final approach includes Printing Fulfillment and Scheduling of Physical
- Recommended vendor satisfied “good faith efforts” standard



Key Services

- Administer an integrated leave of absence program
- Align with FMLA best practices
- Provide disability management
- Reduce overall costs associated with leave of absences
- Improve employee availability and engagement



Thank You



Business Case

- **SPLUNK is a Security Information and Event Management (SIEM) tool that provide MARTA's Security Analyst security awareness of our Information Technology environment. It is a log aggregator that ingest log data from IT systems, such as routers, switches, servers and application.**
- **SPLUNK enhances threat detection, compliance, and security incident management by gathering and analyzing real-time and historical security data from these assets and alerts on anomalous behavior. It also allows the cyber team to search through the logs for potential compromises**
- **SPLUNK enables dashboarding and alerting on cyber security events. It enables the incident response team to research and respond to security events.**

Invitation for Bid (IFB) Award

The Department of Information Security is seeking approval for a multi-year contract for SPLUNK software licensing

- **SPLUNK licenses are provided through Value Added Resellers (VAR)**
 - **A software licenses provides the rights to use the software.**
 - **A VAR sells the licensing. Splunk does not sell directly to the consumer.**
- **On March 4, 2021, Advance Notices to Bidders were sent to four (4) resellers.**
- **Notices of Invitation for Bids were advertised in the Atlanta Journal Constitution, the Georgia Procurement Registry, the Georgia Local Government Access Marketplace, and on MARTA's website.**
- **Thirty-nine (39) firms retrieved the online solicitation.**
- **On the bid opening date April 20, 2021, at 2:00 p.m. one (1) bid was received.**
- **Zones, LLC submitted a bid in the amount of \$736,785.02 and was determined to be a responsive and responsible.**
- **The Department of Information Security is recommending that Zones, LLC be awarded.**
- **The contract will be funded 100% from the FY22 operational budget.**



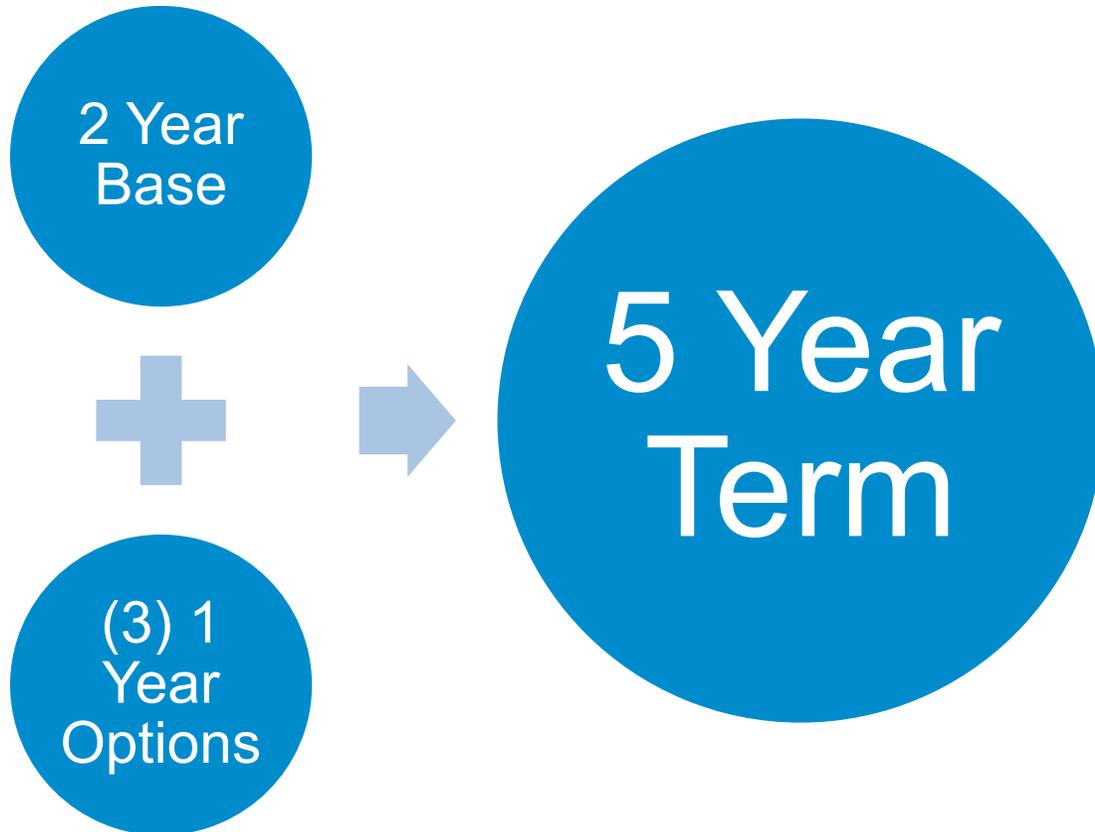
Thank You





RFP P48464 - Resolution Authorizing the Award of a Contract for Property & Casualty Insurance Brokerage Services

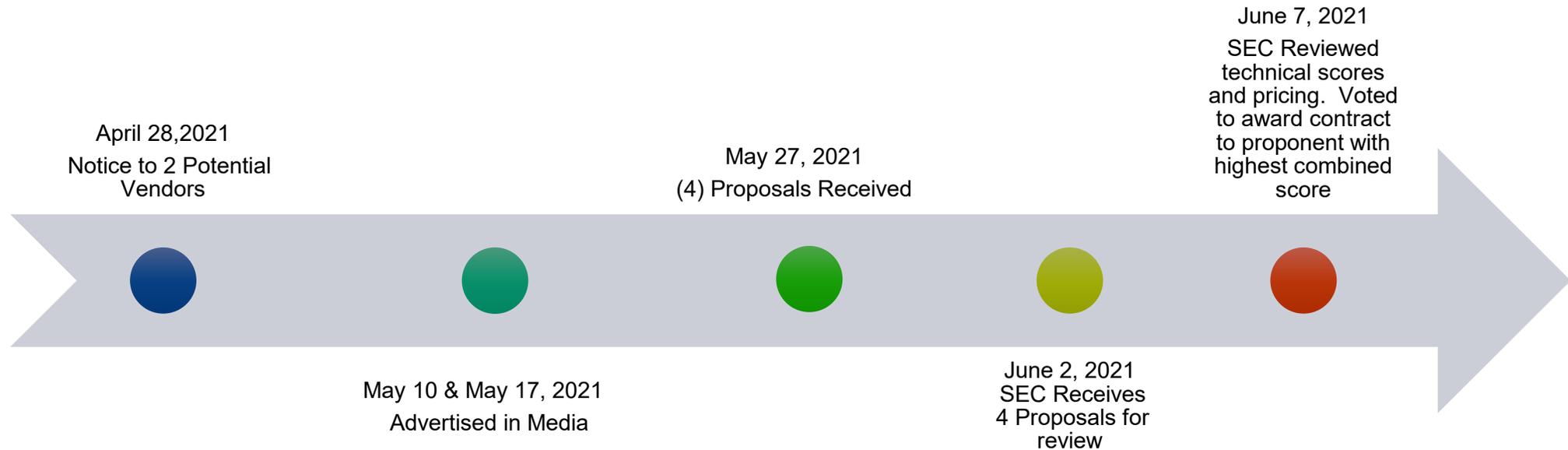
Contract Term



\$ 360,000
LOCAL OPERATING FUNDS

0% DBE GOAL

Background



Background continued

Four (4) Proposals Received and Responsive:

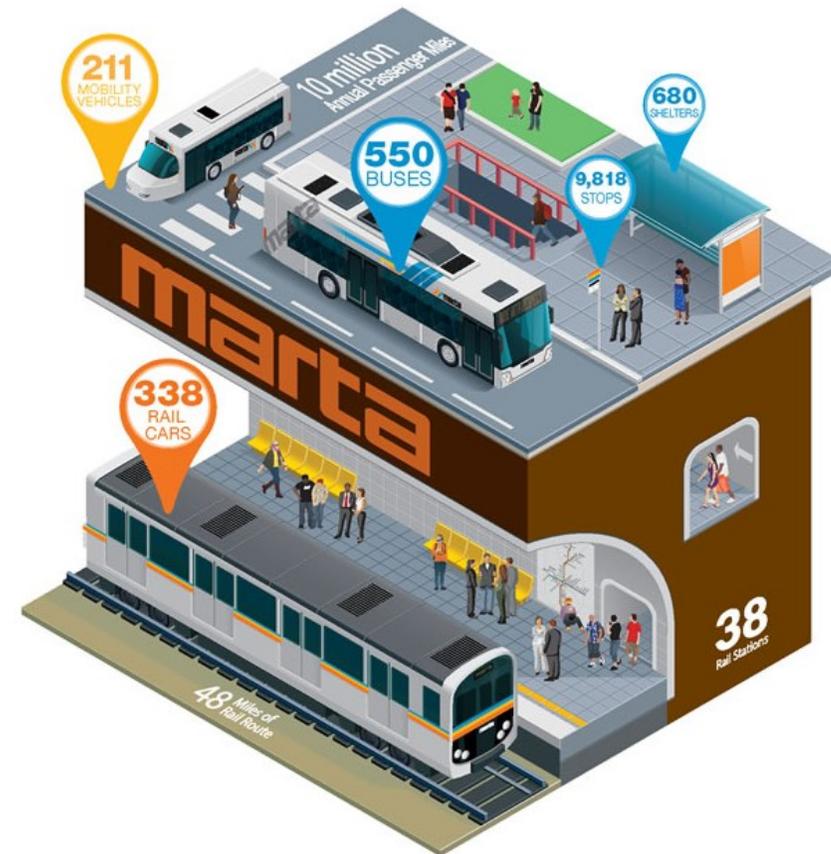
- MARSH USA
- AON Insurance Services
- Alliant
- McGriff Insurance Services

Recommended Vendor

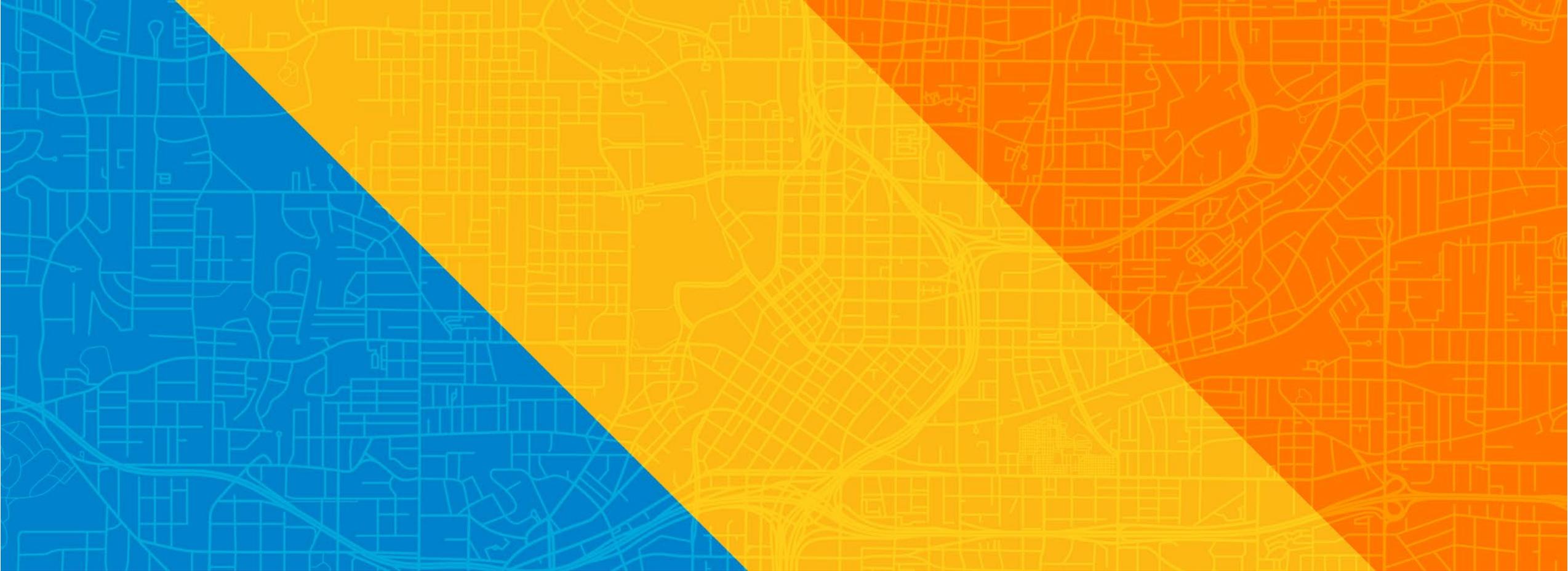
- MARSH USA
- Reduction in cost of 4% from expiring contract
- Received highest combined technical and price score
- Incumbent Vendor

Key Services

- Obtain quotes for property and casualty insurance coverage for all aspects of Authority operations
- Negotiate best terms, conditions and price for coverage
- Issue certificates of insurance
- Support review of contracts for risk transfer
- Provide excess claims reporting support
- Provide administrative services for Station Rehabilitation OCIP program



Updated Sept 2019



Thank You



AirLink Mobility Manager Maintenance and Support, LOA L44248

AirLink Mobility Manager (AMM) is cloud based software that provides network management of routers and gateways connected to MARTA's infrastructure and mission critical applications to enable cellular and remote access.

Sierra Wireless America, Inc., is the provider of AirLink Mobility Manager (AMM) software and routers that enable remote access for mobile network management, real-time monitoring, fleet segmentation, diagnostic troubleshooting and location-based reporting.

MARTA uses Sierra Wireless AMM software to support our customer Wi-Fi network, Mobile Ticketing, Apollo Camera System, Trapeze Telematics and GTFS data.

MARTA has installed over 1,200 Sierra Wireless routers that use AMM software for network management on:

- Buses (632)
- Railcars (312)
- Mobility Vans (240)
- Police and Supervisor Vehicles (15)
- Streetcars (8)



Request to Extend AirLink Mobility Manager Maintenance and Support, LOA L44248

Airlink Mobility Manager (AMM) software maintenance and support LOA Letter of Agreement (LOA) L44248 with Sierra Wireless was executed in 2019 for a two-year term. The Department of Technology is requesting approval for this LOA to be extended three (3) years. This extension provides software maintenance and support used for 94 more installed routers than the previous two (2) year term.

- Extended three (3) year LOA annual cost \$208,416.
- Total funds needed to extend LOA three (3) years \$625,248.
- Extension funded 100% from the Department of Technology’s operating budgets.

Total LOA Extended Modified Value

Original two (2) year LOA value (\$193,052.09 annual cost)	\$386,104.18
Extended three (3) year LOA value (\$201,416.00 annual cost)	\$625,248.00
Total LOA Extended Modified Value	\$1,011,352.18



Thank You

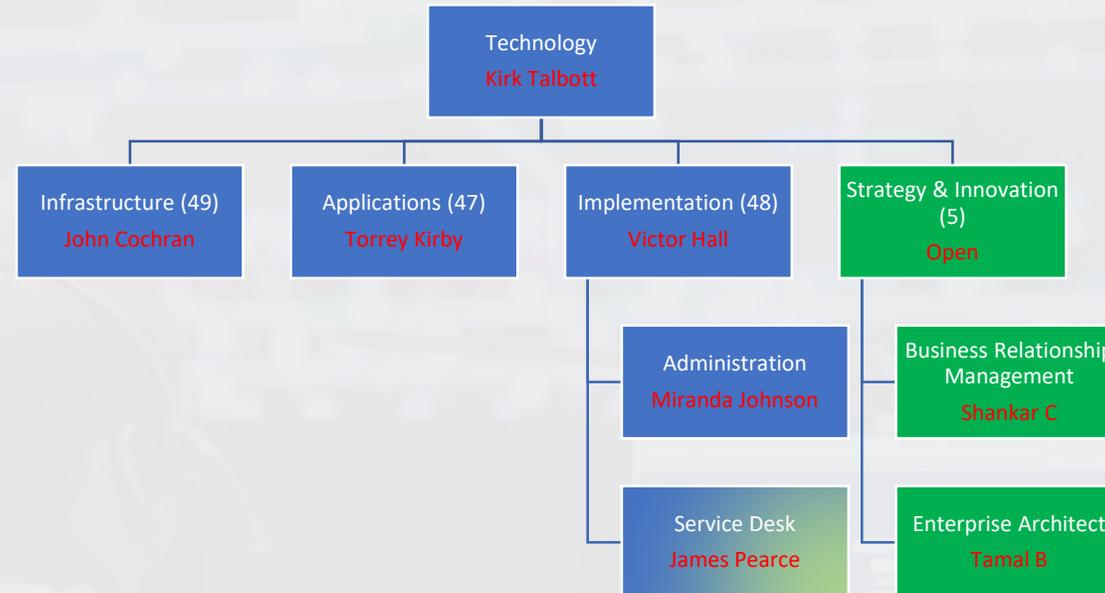


TECHNOLOGY UPDATE

- Operational Overview
- Strategic Initiatives – Internal Facing
- Strategic Initiatives – Customer Facing



Organizational Overview



- **Applications** – Software Interactions Internally/Externally
- **Infrastructure** – All Hardware Interactions & Connectivity

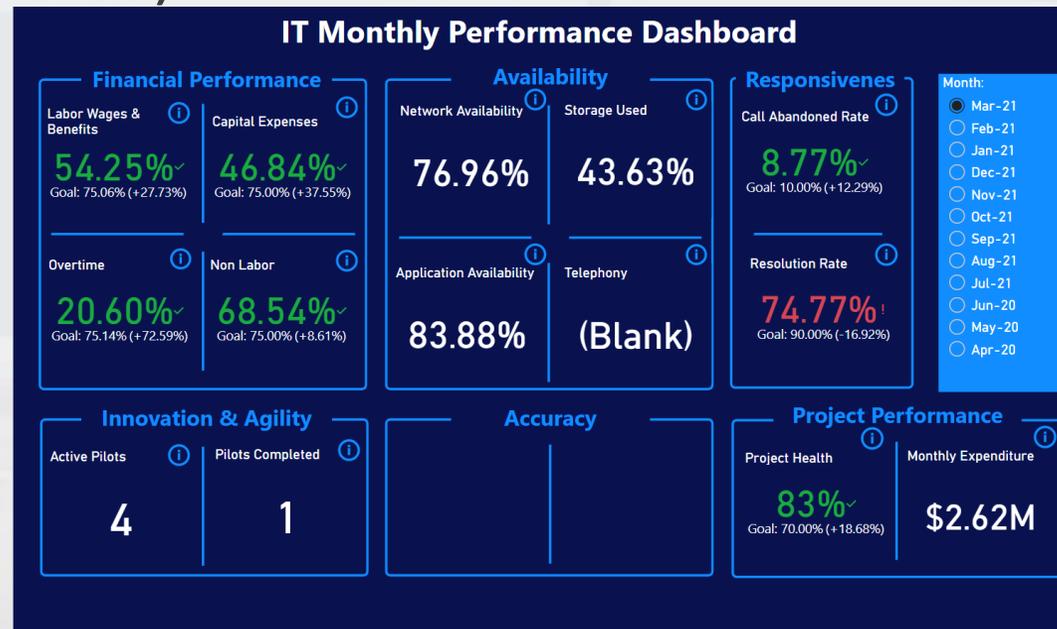
- **Implementation** – Project Management, Help Desk, Business Management
- **Strategy and Innovation** – Solution Design and Relationship Management

Operational Overview

- **Financial Performance**
 - Within operating and capital budgets
 - Reduced annual cost while delivering improved service
- **Service Performance**
 - Sustained operations during transition to remote work models
 - Improved service resilience and customer content
- **Project Performance**
 - On schedule and within budget
- **Innovation Performance**
 - Documenting and prioritizing unmet departmental needs

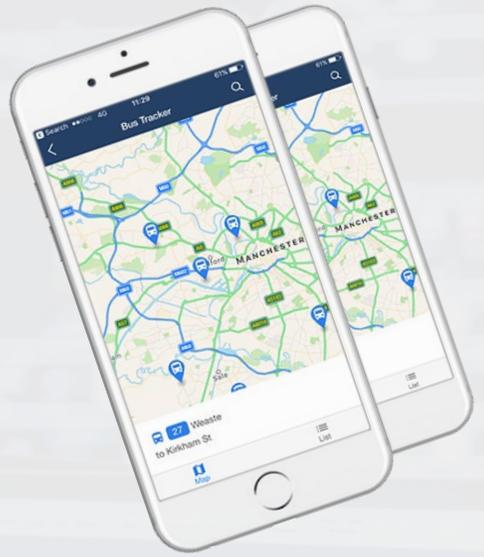
Strategic Initiatives – Internal Facing

- System Upgrades
 - Replacement and Expansion of Core Storage
 - Deployment of Redundant Fiber Network and Datacenter
 - Multiple Departmental Power BI Dashboards
- Business Process Enhancements (**Oracle**)
 - Encumbrance Fully Enabled July 1
 - Automated Federal Reporting
 - Contract Automation Q4 This Year
- Direct Pay Automation
 - Production go-live March 31
 - Automated training completed



Strategic Initiatives – Customer Facing

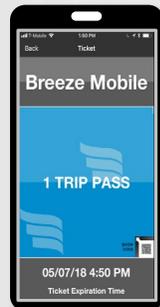
- CAD / AVL Upgrade (**Trapeze**)
 - RFP Selection Q4 This Year
 - Deploying Enhanced Location Information Prior to Implementation
- **Regional Technology Direction**
 - Received Grant to Develop Regional Mobility App (Q3 2021 Completion)
- **Data Quality Improvement Effort**
 - Implementing Improved GTFS and GTFS-RT Feeds (Jul 21')
 - Researching Method to Share Bus Crowding Information
- **AVIS**
 - Sign and PA Upgrades Completed by End of Calendar Year
 - Content Improvement Spring 2021



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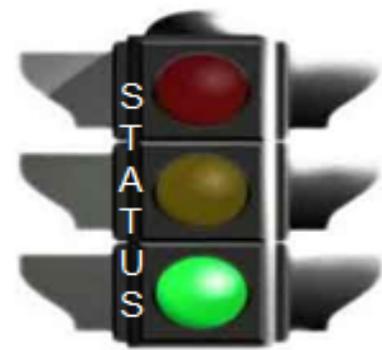
Strategic Initiatives – Customer Facing

- Mobile Ticketing Project - Live
 - Full Fare Types – Bus & Rail
 - Next Steps
 - Full Marketing Campaign
 - Paratransit Service to Be Deployed Q4
 - Develop Single Use, Promotional, and Integrated Payments
 - Regional Partner Implementation
 - Integrate System with Existing Breeze Card 2021 and AFC 2.0

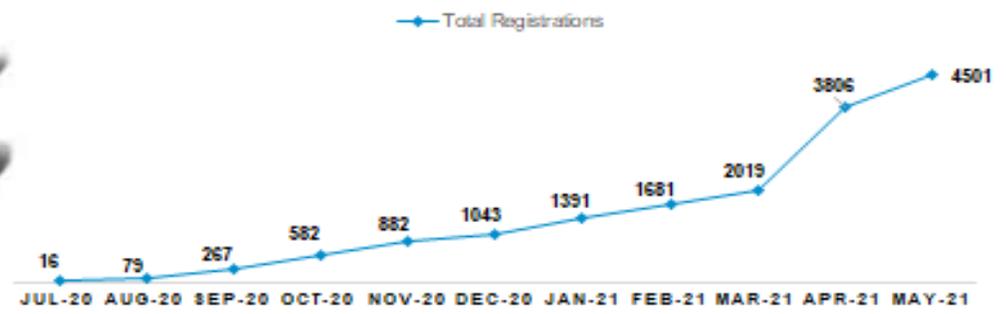


Breeze Mobile Ticketing Registrations and Purchases

Mobile Ticketing Dashboard May 28, 2021



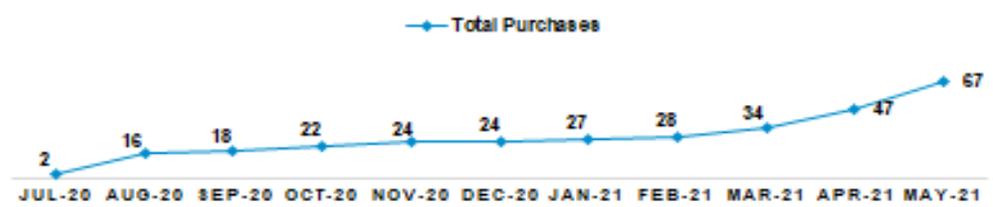
MOBILE TICKETING TOTAL REGISTRATIONS MONTH TO DATE MAY 2021



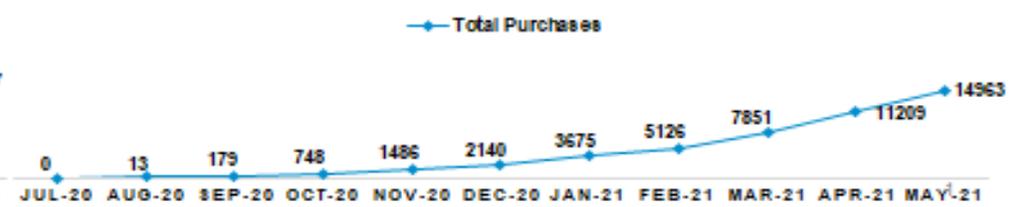
Mobile Ticketing Revenue To Date - May 28, 2021



MOBILE TICKETING PURCHASES STREETCAR MONTH TO DATE MAY 2021



MOBILE TICKETING PURCHASES BUS/RAIL MONTH TO DATE MAY 2021



THANK YOU!

APPENDIX



Operational Overview: Financial Performance



Dept of Technology (Jul-21)



FYMonthYear

Jul-21

Category	Annual Budget	Actual	Budget	Last Year Actual	Actual YTD	Budget YTD	Last Year Actual YTD	%Budget Spent
Contractual Services	\$21,596,658	\$1,609,689	\$1,799,722	\$1,291,330	\$1,609,689	\$1,799,722	\$1,291,330	7.45%
Salaries & Wages	\$11,808,153	\$818,357	\$997,168	\$761,606	\$818,357	\$997,168	\$761,606	6.93%
Fringe Benefits	\$6,020,478	\$206,261	\$508,293	\$270,982	\$206,261	\$508,293	\$270,982	3.43%
Other Operating Expenses	\$3,024,240	\$73,871	\$274,248	\$76,183	\$73,871	\$274,248	\$76,183	2.44%
Materials & Supplies	\$265,470	\$16,582	\$22,123	\$20,466	\$16,582	\$22,123	\$20,466	6.25%
Overtime	\$150,024	\$2,308	\$12,707	\$38,426	\$2,308	\$12,707	\$38,426	1.54%
Other Non-Operating Expenses	\$25,428	\$874	\$2,119	\$165	\$874	\$2,119	\$165	3.44%
Casualty & Liability Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cost Allocation	(\$10,529,248)	(\$716,209)	(\$879,037)	(\$730,959)	(\$716,209)	(\$879,037)	(\$730,959)	
Total	\$32,361,203	\$2,011,733	\$2,737,343	\$1,728,199	\$2,011,733	\$2,737,343	\$1,728,199	6.22%

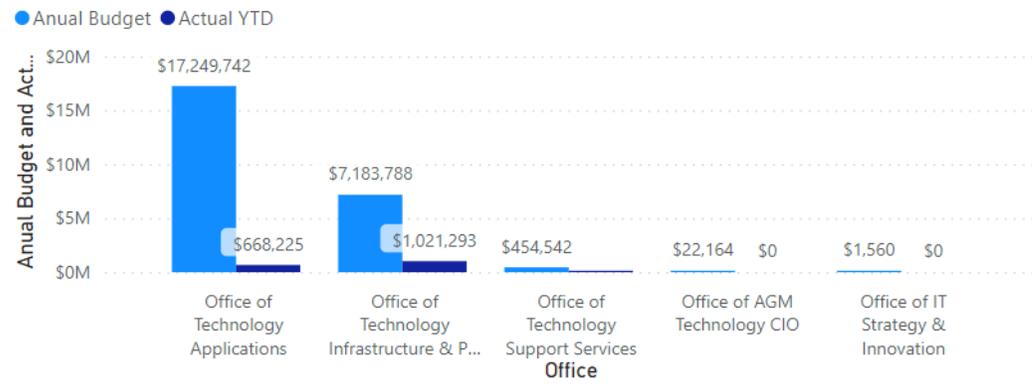
Office

- Office of AGM Technology CIO
- Office of IT Strategy & Innovation
- Office of Technology Applications
- Office of Technology Infrastructure & ...
- Office of Technology Support Services

%Budget Spent by Category



Non Labor Department YTD

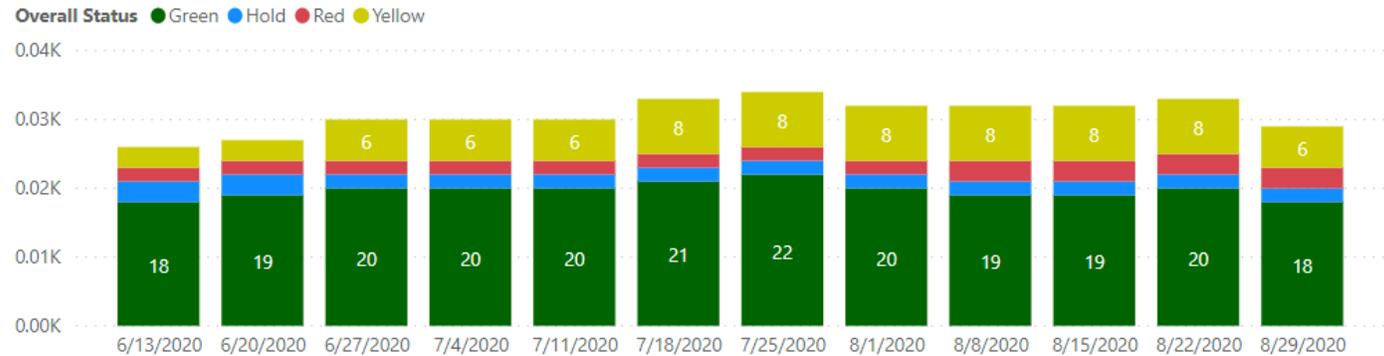


Operational Overview: Project Performance

PMO Project Health Report

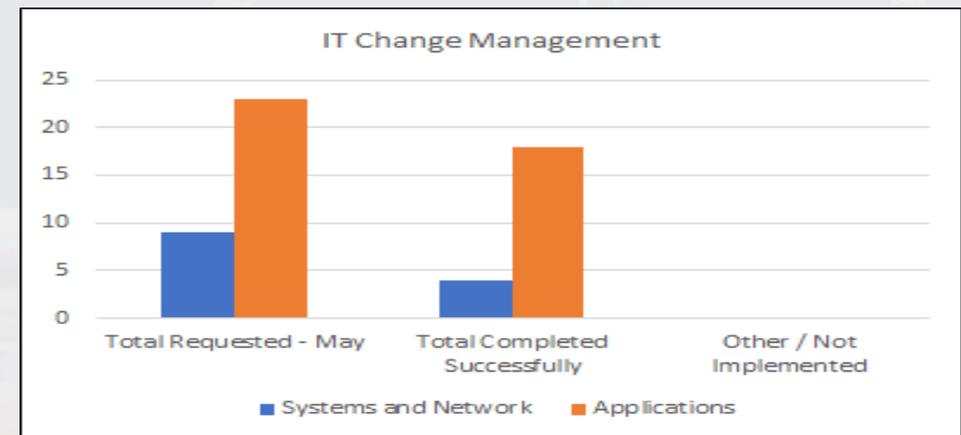
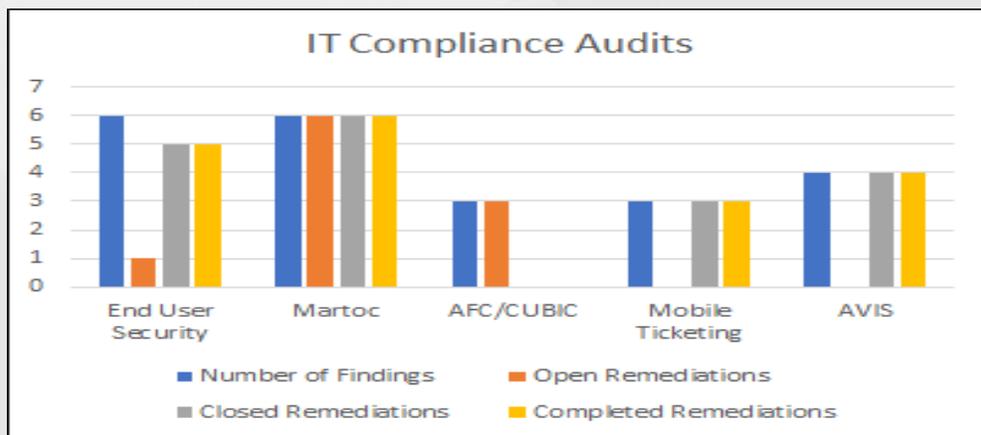
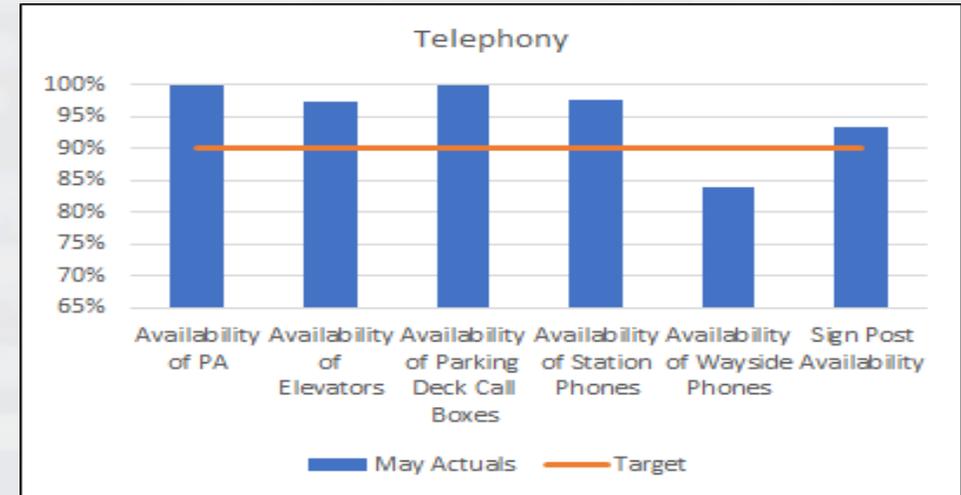
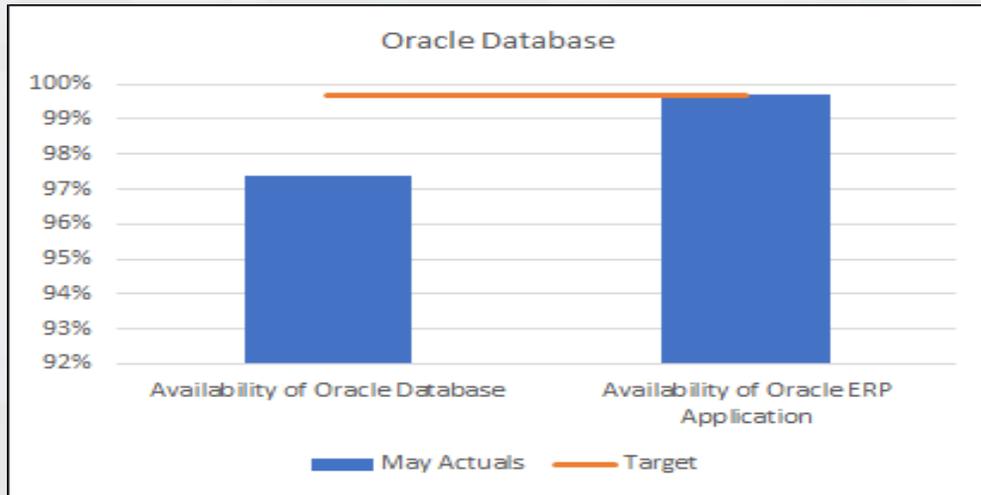
[Return to Dashboard](#)

Overall Status	Count	%Project Health
Green	18	62.07%
Hold	2	6.90%
Red	3	10.34%
Yellow	6	20.69%
Total	29	100.00%

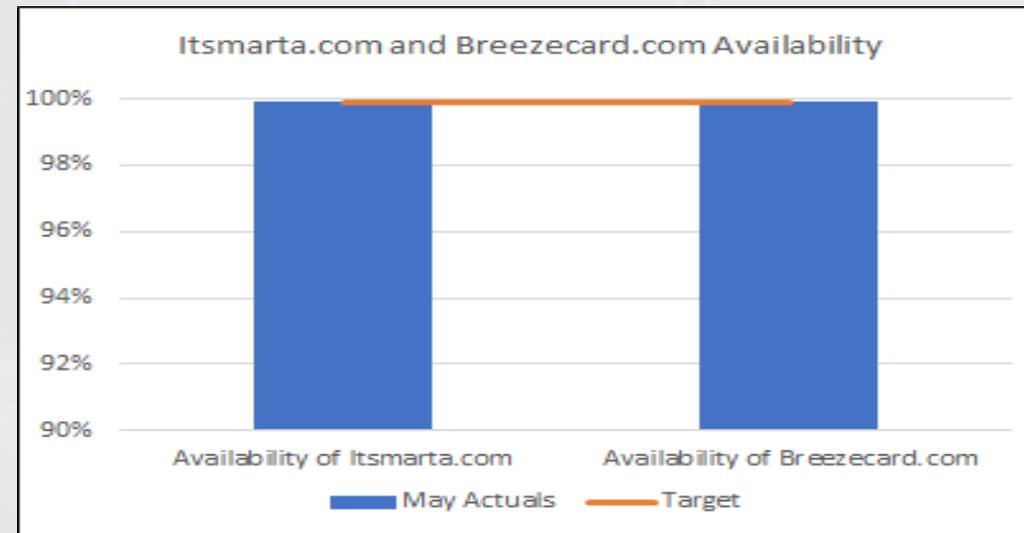
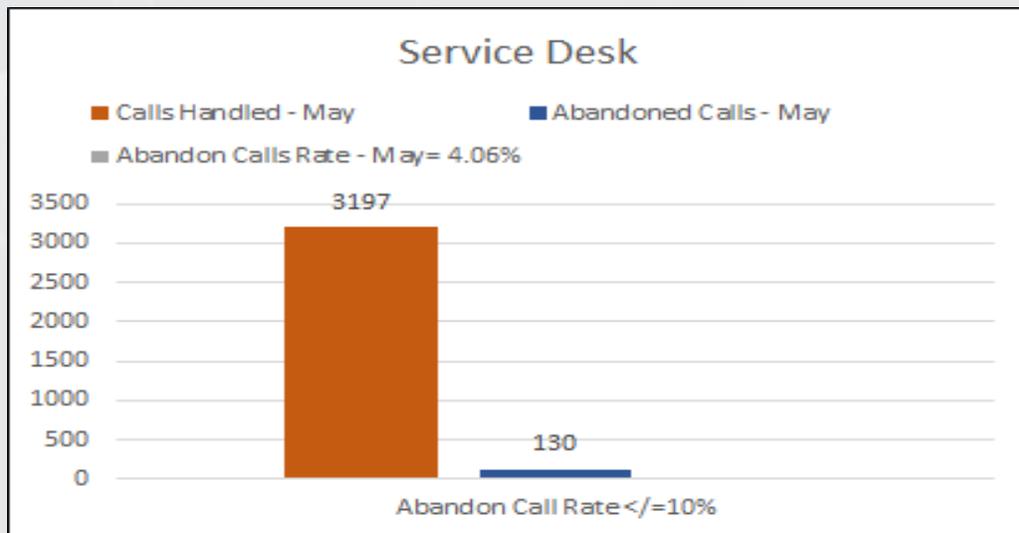
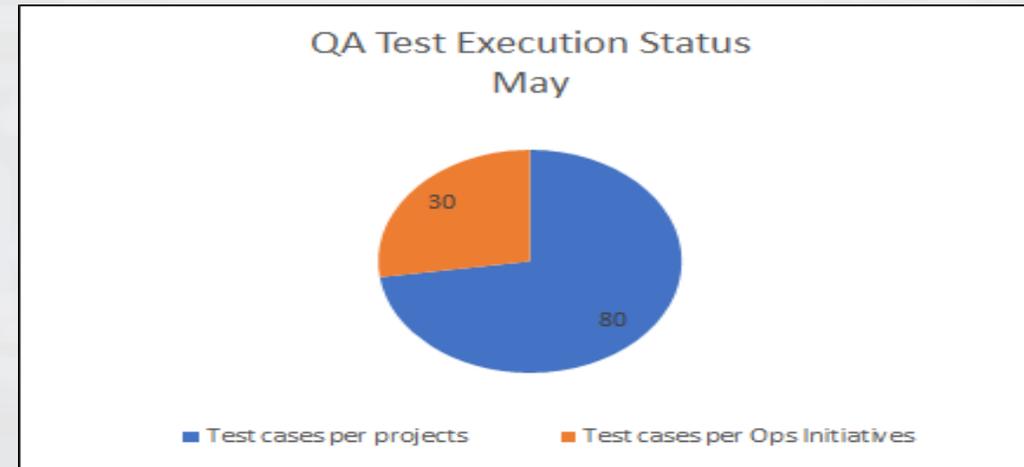
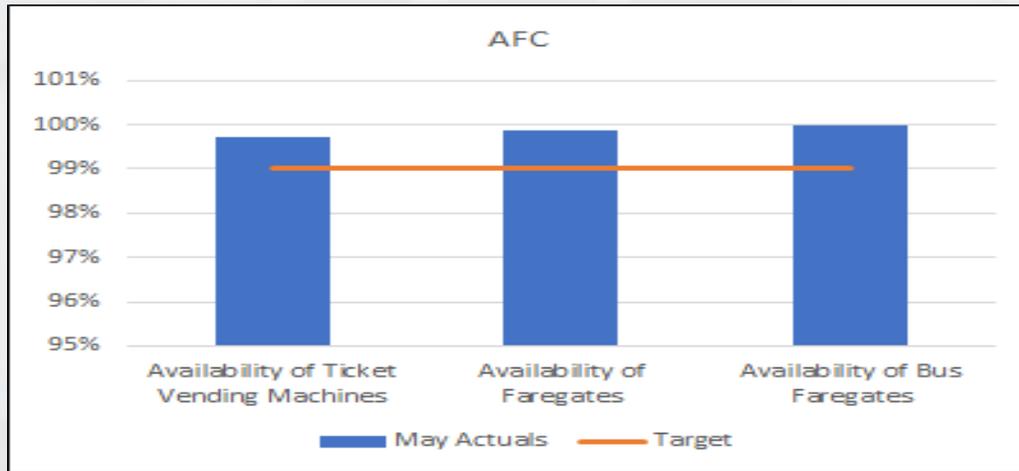


ProjectName	Overall Status	Cost Status	Schedule Status	CostType	Scope Status	Target Completion Date
31614-22 Active Directory Redesign	Green	Green	Green	Capital	Green	6/30/2022
31626-09 Upgrade Aging Equipment-PC Refresh	Green	Green	Green	Capital	Green	6/30/2022
31703 Train Control System Upgrade (TCSU)	Green	Green	Green	Capital	Green	6/30/2021
32113 -Security Access Controls C-Cure 9000	Green	Green	Green	Capital	Green	8/30/2023
32124 - Facilities Predictive Maintenance	Green	Green	Green	Capital	Green	6/30/2020
32124 Honeywell Enterprise Bldg Integrator - Phase II	Green	Green	Green	Capital	Green	6/30/2020
32124 Zonar (Pilot) (T)	Green	Green	Yellow	Capital	Green	6/30/2020
32130 South Yard Bldg Renovation (T)	Green	Green	Yellow	Capital	Green	9/30/2020
32158-02 SharePoint Enhancement Program	Green	Green	Green	Capital	Green	12/29/2020
32164 Mobile Ticketing System	Yellow	Green	Red	Capital	Yellow	11/30/2020
32171-09 Orbit Implementation (RWB Upgrade) (T)	Yellow	Green	Yellow	Capital	Green	12/31/2020
32171-13 Oracle Applications Upgrade	Green	Green	Green	Capital	Green	6/30/2019
32171-15 Oracle Lease Management (T)	Green	Green	Green	Capital	Green	12/31/2020
32171-19 Oracle Cloud DR	Yellow	Green	Yellow	Capital	Green	3/31/2021

Operational Overview: Service Performance



Operational Overview: Service Performance





Business Management Committee Briefing

Office of Diversity & Inclusion

Paula M. Nash
Executive Director

The Office of Diversity and Inclusion (D&I):

- ❑ Responsible for FTA regulation compliance and reporting
- ❑ Monitors equitable representation and advancement at all levels of employment
- ❑ Ensures equitable distribution of transit services and amenities
- ❑ Provides certification for and promotes utilization of small and disadvantaged businesses



Business Units

The Office of Diversity and Inclusion is a Compliance Office with focus on three core areas:

EQUAL EMPLOYMENT OPPORTUNITY

Equal Employment Opportunity/Affirmative Action Program •
Title VI Program • Environmental Justice •
Limited English Proficiency Plan • Americans with Disabilities Act Plan •
Protocols for discrimination complaints/investigations

SUPPLIER DIVERSITY

Disadvantaged Business Enterprise (DBE) Program •
Small Business Enterprise Program • DBE Certifications

OUTREACH

MARTA Accessibility Committee (MAC) •
Targeted Partnerships • Employee Resource Groups •
Diversity Awareness • Cultural Awareness • Organizational Memberships
• Internal Partnerships

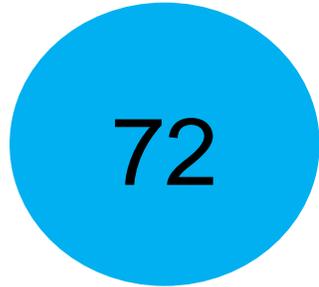
Equal Employment Opportunity

EEO	Title VI / LEP	ADA / Mystery Customer Program
<ul style="list-style-type: none"> • EEO Program • EEO Investigations • Monitor Diversity in the Workplace • Training (NETO, Manager & Employee) 	<ul style="list-style-type: none"> • Title VI Program • Title VI Investigations • Training • Monitoring Subrecipients • Language Assistance Plan (LAP) • Monitor Title VI Public Participation Plan • Translation Services • Equity Analysis 	<ul style="list-style-type: none"> • MARTA Accessibility Committee • Monitor ADA Compliance • ADA Investigations • Monitor Accessibility Issues • Training • Mobility Eligibility Appeals • Mobility No Show Appeals • Interpretation Services

Equal Employment Opportunity (Cont'd.)

2020 Metrics:

EEO Allegations



One complaint might have multiple allegations. This represents 18 Internal Complaints & 30 External Complaints.

The top three internal EEO complaints were: 1) Sexual Harassment; 2) Disability Discrimination; and 3) Racial Discrimination.

These allegations are addressed through investigations, reviews, training & mediation.

ADA Inquiries



This number represents a combination of inquiries and complaints that come to Customer Service and D&I.

Multiple inquiries might refer to a single issue.

Ex:

- Closing front door on buses (pandemic)
- Elevators not functioning
- Mobility late pick ups
- Announcements not being made on trains or buses

Inquiries are used to improve notifications and provide additional training.

Mystery Shop Tracking



The Mystery Customer Program tracks ADA issues:

- Rail – 230
- Bus – 412
- Mobility – 141

This information is provided to the Court, to Operations & the MAC Committee.

Information used to develop trend analysis and formulate ADA improvements in our operations.

Supplier Diversity

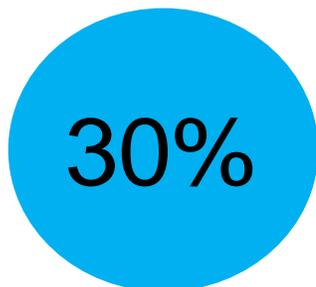
Disadvantaged Business Enterprise (DBE) Program	Small Business Enterprise (SBE) Program	DBE Certifications
<ul style="list-style-type: none"> • Three-Year DBE Goal Update to FTA • Semi-Annual Reports of DBE Participation to FTA • Goal-Setting on Procurements • Procurement Contract Reviews • Monitor DBE Participation • Commercially Useful Function Assessments & Job Site Visits • DBE Payment Tracking • Dispute Resolution 	<ul style="list-style-type: none"> • Disseminates weekly procurement opportunities • Utilization Measurement • SDBE Payment Tracking/Reporting • Mentorship Collaboration • Networking/Outreach Events • Capacity Building Resources • Match-Making Events • Small Business Development Program 	<ul style="list-style-type: none"> • Application Review • Ownership Assessment • Personal Wealth Assessment • Site Visits • Annual Updates

Supplier Diversity (Cont'd.)

2020 Metrics:

DBE Goal Achieved

FFY2020 (10/1/19 – 9/30/20)



- Race Conscious – 0%
- Race Neutral – 30%

Of the 30% Goal Achieved:

- Black Male Owned – 33.3%
- Black Female Owned – 33.2%
- White Female Owned – 33.5%

Exceeded the 25% Goal.

Small Business Contracts Awarded



15% of MARTA contracts under \$200,000 were awarded to SDBE.

- Black Male – 45%
- Black Female – 17%
- Hispanic Female – 19%
- White Female – 19%

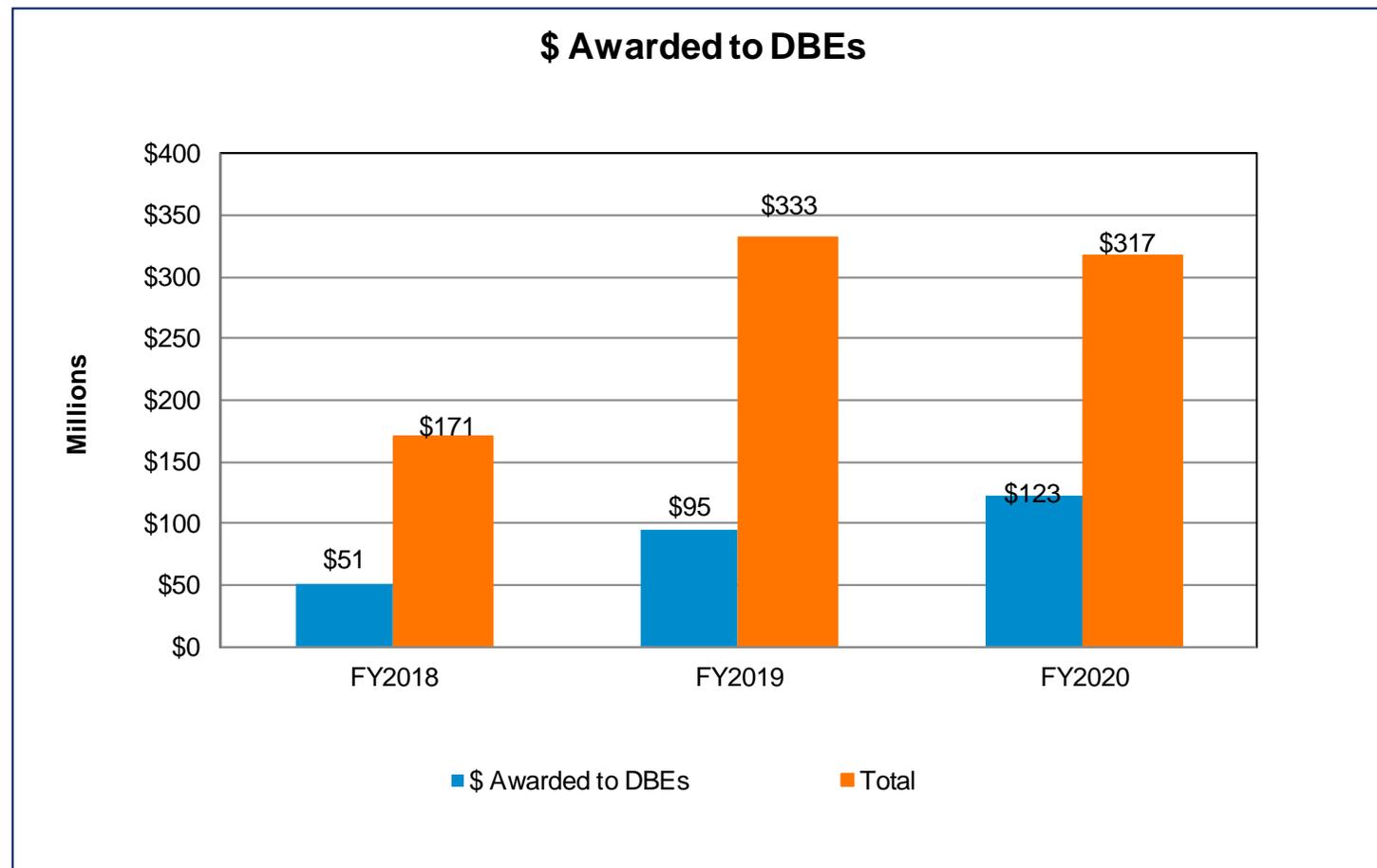
DBE Certifications



MARTA received 764 Applications & Renewals for DBE Certification:

- 119 New Certifications Processed
- 572 Annual Updates/Renewals Processed

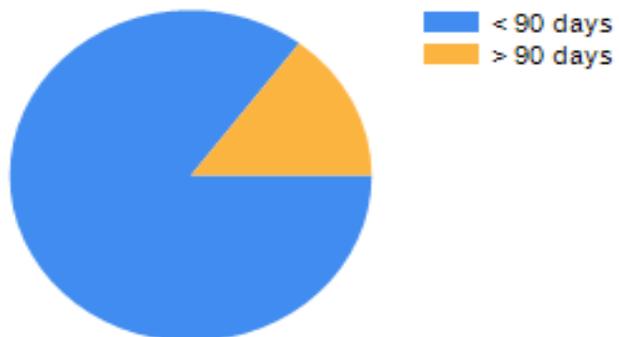
DBE Program Results 2018 – 2020 Based on Award



Certification Processing Time

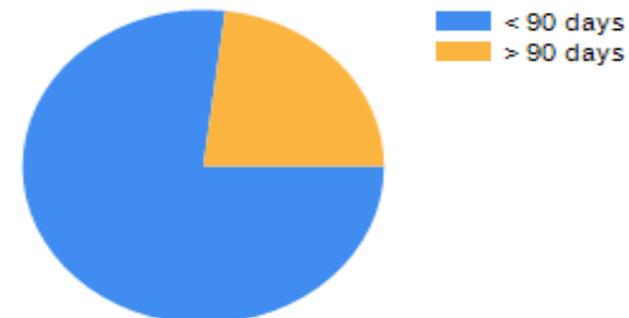
Calendar Year 2020

Threshold (days):	90	
Total Records:	772	
	<u>< 90 days</u>	<u>> 90 days</u>
Count:	658	114
Percent:	85.23%	14.77%



May 2021

Threshold (days):	90	
Total Records:	13	
	<u>< 90 days</u>	<u>> 90 days</u>
Count:	10	3
Percent:	76.92%	23.08%



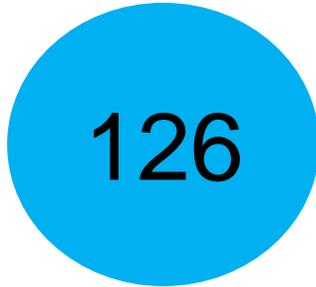
Outreach

Outreach Program	Events (In-house)	Targeted Partnerships/ Memberships
<ul style="list-style-type: none"> • Communicate with diverse communities • Expand the MARTA Brand to prospective stakeholders • Expand resources and partnerships • Assist in making MARTA an “Employer of Choice” • Partner with Internal Stakeholders on various social and cultural initiatives • Enhance cultural awareness with employees 	<ul style="list-style-type: none"> • Doing Business with MARTA Webinar (MARTA/NAAAP) • Doing Business with MARTA Webinar (w/ Internal Partners) • I'm DBE Certified...Now What? Webinar (MARTA/GDOT/HNTB) • Capacity Building Workshop (MARTA/KIEWIT) • MARTA Accessibility Committee (MAC) Meetings • Published and distributed content authority-wide and on social media (i.e., Black History Month, Small Business Month, Job & Procurement Opportunities, et al) 	<ul style="list-style-type: none"> • Georgia Hispanic Chamber of Commerce • National Association of Asian American Professionals (NAAAP) • Japan-American Society of Georgia • National Association of Minority Contractors • Georgia Minority Supplier Development Council • Georgia Hispanic Construction Association • Greater Womens Business Council • OUT Georgia Business Alliance • WTS • National Diversity Council – Georgia • Women's Entrepreneurial Opportunities Project

Outreach (Cont'd.)

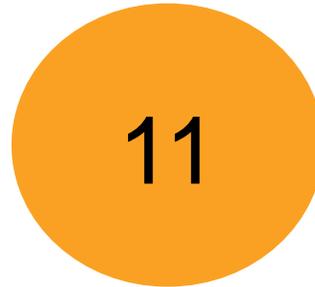
2020 Metrics:

Total Outreach Events



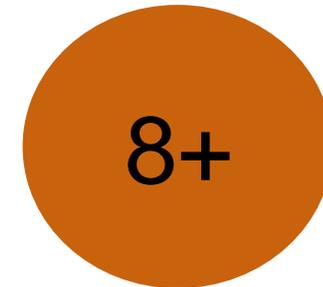
- Workforce Events – 28
- Business-Related Events – 56
- Other (combination of both or other Outreach) - 21
- Disability – 32
- Veterans – 0
- Women - 10
- Seniors – 1
- LGBTQA – 5
- African American – 17
- Latinx/Hispanic – 5
- Asian – 15
- Multicultural/General - 85

Total Targeted Partnerships/Memberships



Partnerships/Memberships are focused on specific communities that are underrepresented in MARTA's service area; (i.e., Hispanics, Asians, Persons with Disabilities, Veterans, etc.)

Modes of Outreach



- Social Media Presence (Facebook, Twitter, Instagram, LinkedIn)
- Emails
- Webinars
- Exhibits and Tradeshows
- Alternative Formats
- Translation/Interpretive Services
- Technical Assistance
- Internal Partnerships (Recruiting, CMP, Reduced Fare, External Affairs)

2020 Accomplishments

- ❖ Trained over 754 employees and managers on Sexual Harassment
- ❖ Completed approximately 783 Mystery Customer Shops
- ❖ Launched MARTA's Small Business Development Program
- ❖ Selected by the SBA's Region IV Administrator Ashley Bell, to participate in the White House's Entrepreneurs & Innovators Summit
- ❖ **Two (2) DBEs (A Customer's Point of View and UJAMMA Construction) nominated by MARTA were accepted to participate in the University of Georgia's Small Business Development Center's 2020 Prime Development Program**
- ❖ Increased number of outreach events by almost 65%; to include online opportunities
- ❖ Increased partnerships to 11 from 6 the prior year
- ❖ Uptick in speaking opportunities to promote MARTA's DBE and SBE Programs



I'm DBE Certified...
Now What?



You've completed your application package, passed the on-site audit/visit, and received your certification. **Now what?**

Georgia DOT and MARTA are committed to packing your toolbox with the resources and best practices needed to help you take full advantage of your DBE certification. Join DBE Owners Martina Young-Portis, CEO of CIA Media Group, and Tina Greer of Greer Business Solutions via Webinar to learn effective strategies on:

-  Leveraging Your DBE Certification
-  Building Your Brand
-  Defining Your Differentiators

Registration Link: <https://mtda.uscertifiednowwhat.eventbrite.com>

Registration is limited. Reserve your seat today! Login details will be sent via a confirmation email.

Date: Thursday, May 21, 2020
Time: 10:00 AM

DOING BUSINESS WITH MARTA

WEDNESDAY, OCTOBER 28, 2020
12:00 - 1:00 PM EST
VIA WEBEX



NAAAP
Partners

2021 D&I Projects

Equal Employment Opportunity

- **ADA Video on Accessibility of MARTA's System**
- Update EEO & Title VI Plan
- Sexual Harassment Training
- Updated EEO (Discrimination) Policies
- Complete Workforce Analysis
- Hiring of FTE Data Analytics Administrator

Supplier Diversity

- **Inclusion Matters Initiative (Seminars for Primes)**
- Capacity Building Outreach hosted by primes
- MARTA Pitch Tank
- Hiring of DBE Certification Analyst
- Supplier Diversity Program Analyst

Outreach

- **Launch of Employee Resources Groups (ERGs)**
- "Doing Business with MARTA" Webinar Partnerships (NABWIC, OUT Georgia, GHCA, Atlanta Black Chamber)
- "You're DBE Certified...Now What?" Webinars
- "Livability..." Webinar with AARP
- MAC Member Spotlights
- MARTA Workforce Spotlights (Veterans, PWDs)
- Women-Owned Businesses Recognition Ceremony
- Hiring of FTE Diversity Outreach Specialist



Thank You





Financial Highlights April 2021

Year-To-Date (YTD) Operations Performance

April 30, 2021

(\$ in Millions)

	Actual	Budget	Variance	
	\$	\$	\$	%
Net Revenues	521.3	517.4	3.9	0.8%
Net Expenses	401.4	448.8	47.4	10.6%
Net Surplus	119.9	68.6	51.3	

COMMENTS

- Net Revenues outperformed budget by \$3.9M through April 2021
- Net Expenses are favorable to budget by \$47.4M through April 2021
- The net surplus from July 2020 through April 2021 is \$119.9M as compared to a \$68.6M YTD budgeted surplus
- Please note that CARES Act Revenue of \$149.5M is a key driver in performance of the revenues

Year-To-Date (YTD) Operating Revenues and Expenses

April 30, 2021

(\$ in Millions)

	Actual	Budget	Variance	
	\$	\$	\$	%
REVENUES				
Sales Tax	215.4	200.3	15.1	7.5%
Title Ad Valorem Tax	27.9	20.3	7.6	37.4%
Federal Assistance	69.8	69.7	0.1	0.1%
Federal Assistance-CARES Act	149.5	125.0	24.5	19.6%
Passenger Revenue	35.3	84.7	(49.4)	-58.3%
Lease Income	8.1	7.6	0.5	6.6%
Station Parking	0.4	2.1	(1.7)	-81.0%
Other Revenues	14.9	7.7	7.2	93.5%
Net Operating Revenues	521.3	517.4	3.9	0.8%
EXPENSES				
Salaries and Wages	195.9	216.5	20.6	9.5%
Overtime	23.4	24.0	0.6	2.5%
Total Benefits	97.9	121.6	23.7	19.5%
Contractual Services	60.5	76.8	16.3	21.2%
Total Materials and Supplies	34.6	37.5	2.9	7.7%
Other Non-Labor	33.1	30.2	(2.9)	-9.6%
Gross Operating Expenses	445.4	506.6	61.2	12.1%
Less: Capital Charges	44.0	57.8	(13.8)	-23.9%
Net Operating Expenses	401.4	448.8	47.4	10.6%

REVENUE COMMENTS – YTD revenues were \$3.9M over budget

- Sales tax performance is MARTA Budget estimates are a 6.4% reduction from the GSUEFC forecast.
- CARES Act Revenue to date is \$24.5M above budget due to draw execution being faster than anticipated
- Passenger Revenue is \$49.4M below budget primarily due to the impact of COVID-19
- Other Revenues are \$7.2M higher than budget due to receiving multiple years of the Natural Gas tax credit in FY21

EXPENSE COMMENTS – YTD expenses were \$47.4M under budget

- Salaries and wages are below budget by \$20.6M primarily due to vacancies (approximately 418 Vacant Positions)
- Total benefits are a combined \$23.7M below budget for the year due to a large number of vacancies coupled with a reduction in healthcare pricing in the new contract with Anthem
- Contractual services are \$16.3M below budget largely due to the COVID-19 driven reduction in ridership resulting in lower contractual service costs for paratransit operations
- Other Non-Labor includes an increase in reserves for Uninsured Personal Liability / Property Damage Settlements

Current Month Operations Performance

April 30, 2021

(\$ in Millions)

	Actual	Budget	Variance	
	\$	\$	\$	%
Net Revenues	51.5	54.0	(2.5)	-4.6%
Net Expenses	42.4	44.3	1.9	4.3%
Net Surplus	9.1	9.7	(0.6)	

COMMENTS

- Revenues are \$2.5M below budget for the month
- Expenses are \$1.9M below budget for the month
- The net surplus is \$9.1M which is \$0.6M lower than the budgeted surplus of \$9.7M for the month

Current Month Operating Revenues and Expenses

April 30, 2021

(\$ in Millions)

	Actual	Budget	Variance	
	\$	\$	\$	%
REVENUES				
Sales Tax	22.6	21.4	1.2	5.6%
Title Ad Valorem Tax	2.8	2.0	0.8	40.0%
Federal Assistance	6.1	6.1	0.0	0.0%
Federal Assistance-CARES Act	12.5	12.5	0.0	0.0%
Passenger Revenue	4.1	10.2	(6.1)	-59.8%
Lease Income	0.8	0.8	0.0	0.0%
Station Parking	0.1	0.2	(0.1)	-50.0%
Other Revenues	2.5	0.8	1.7	212.5%
Net Operating Revenues	51.5	54.0	-2.5	-4.6%
EXPENSES				
Salaries and Wages	20.2	21.3	1.1	5.2%
Overtime	2.7	2.4	(0.3)	-12.5%
Total Benefits	9.7	12.0	2.3	19.2%
Contractual Services	6.6	7.6	1.0	13.2%
Total Materials and Supplies	3.3	3.7	0.4	10.8%
Other Non-Labor	6.2	3.0	(3.2)	-106.7%
Gross Operating Expenses	48.7	50.0	1.3	2.6%
Less: Capital Charges	6.3	5.7	0.6	10.5%
Net Operating Expenses	42.4	44.3	1.9	4.3%

REVENUE COMMENTS – Monthly revenues were \$2.5M under budget

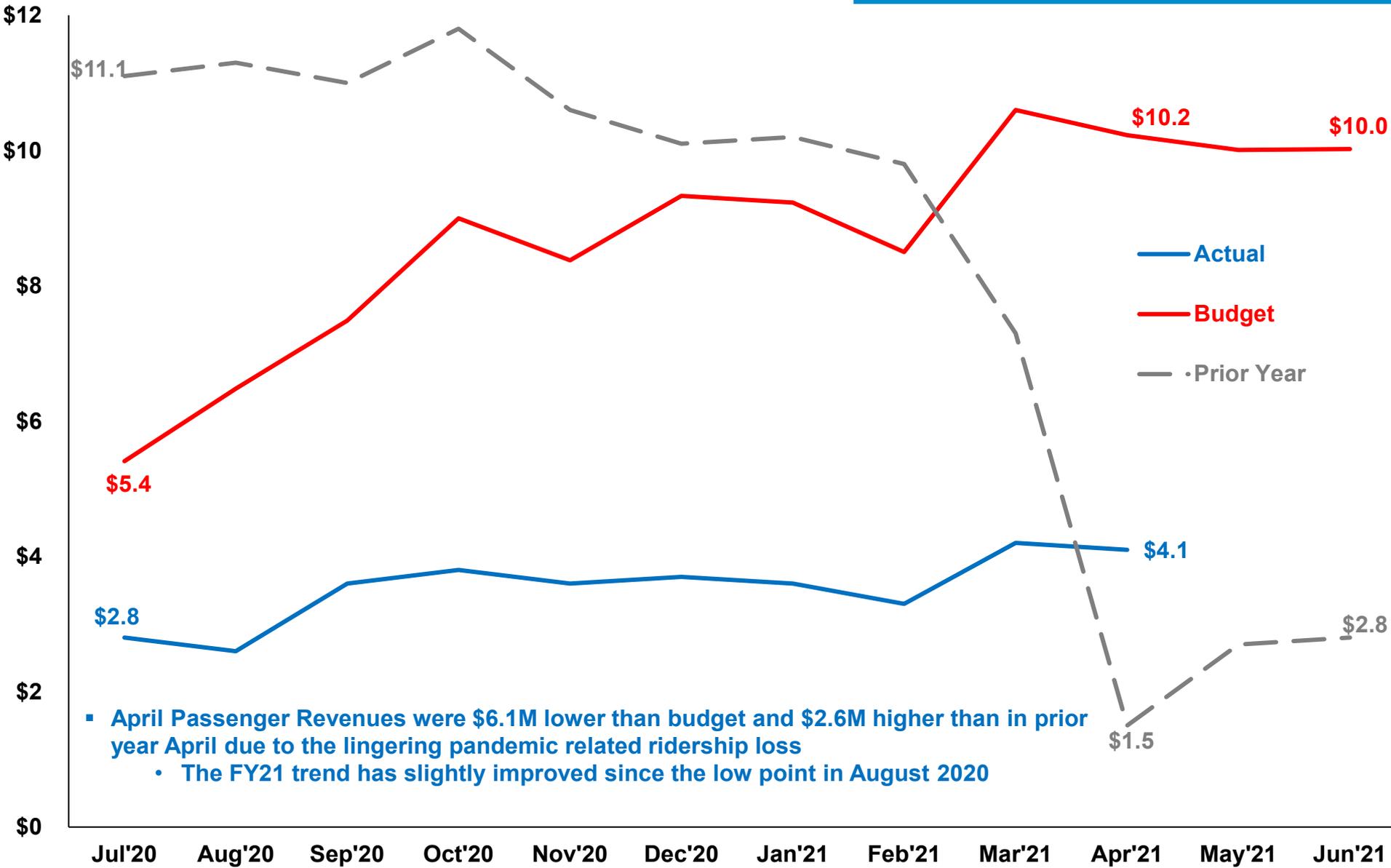
- Sales tax performance is \$1.2M above budget
- Passenger Revenue is \$6.1M below budget primarily due to the impact of COVID-19
- Other Revenues are \$1.7M above budget

EXPENSE COMMENTS – Monthly expenses were \$1.9M under budget

- Salaries and wages are below budget by \$1.1M primarily due to vacancies (Approximately 425 Vacant Positions)
- Total benefits costs are a combined \$2.3M below budget
- Contractual services are \$1.0M below budget largely due to the COVID-19 driven reduction in ridership resulting in lower contractual service costs for paratransit operations
- Other Non-Labor includes an increase in reserves for Uninsured Personal Liability / Property Damage Settlements

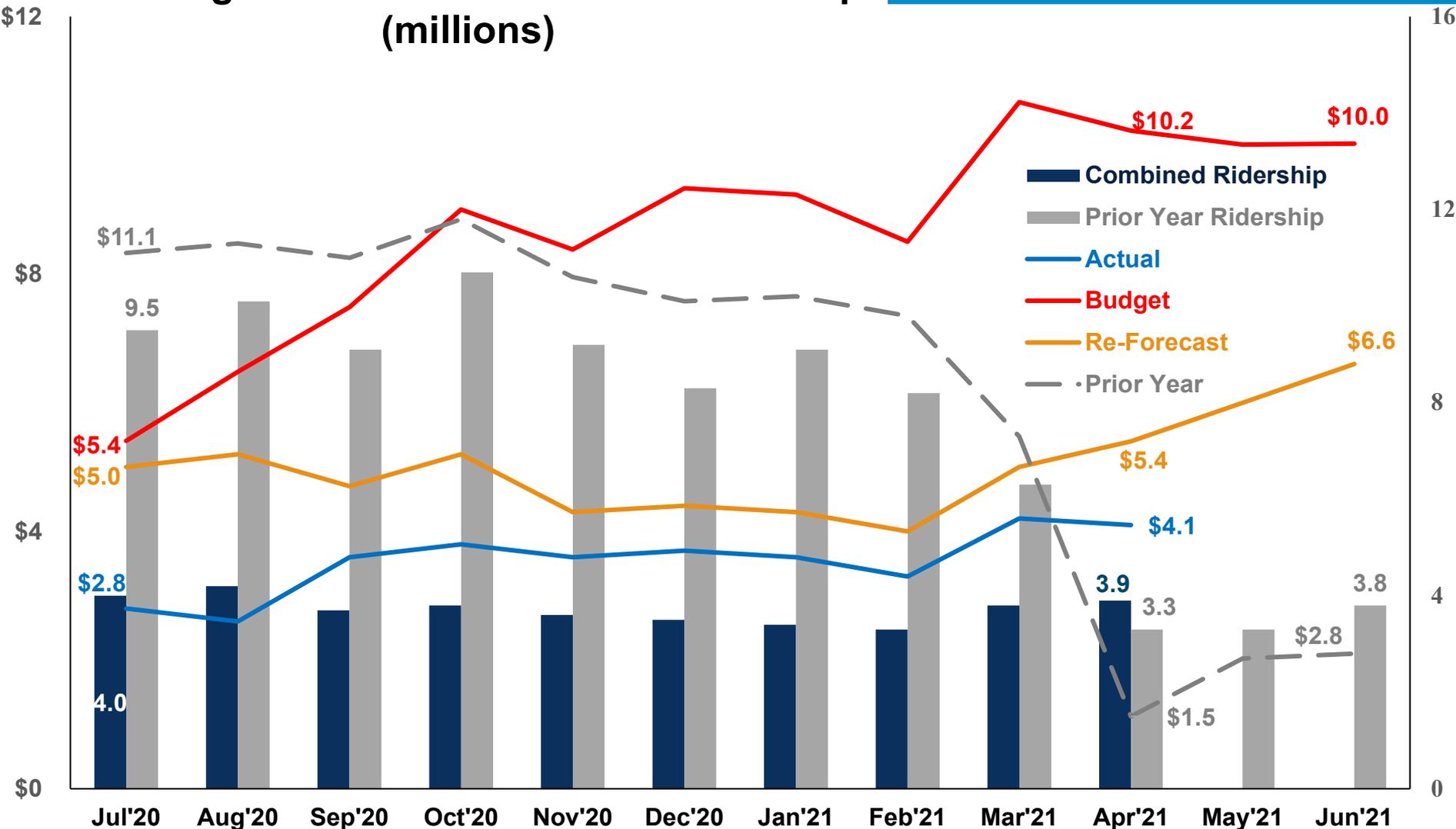
April FY2021 Financial Performance

Passenger Revenues (millions)



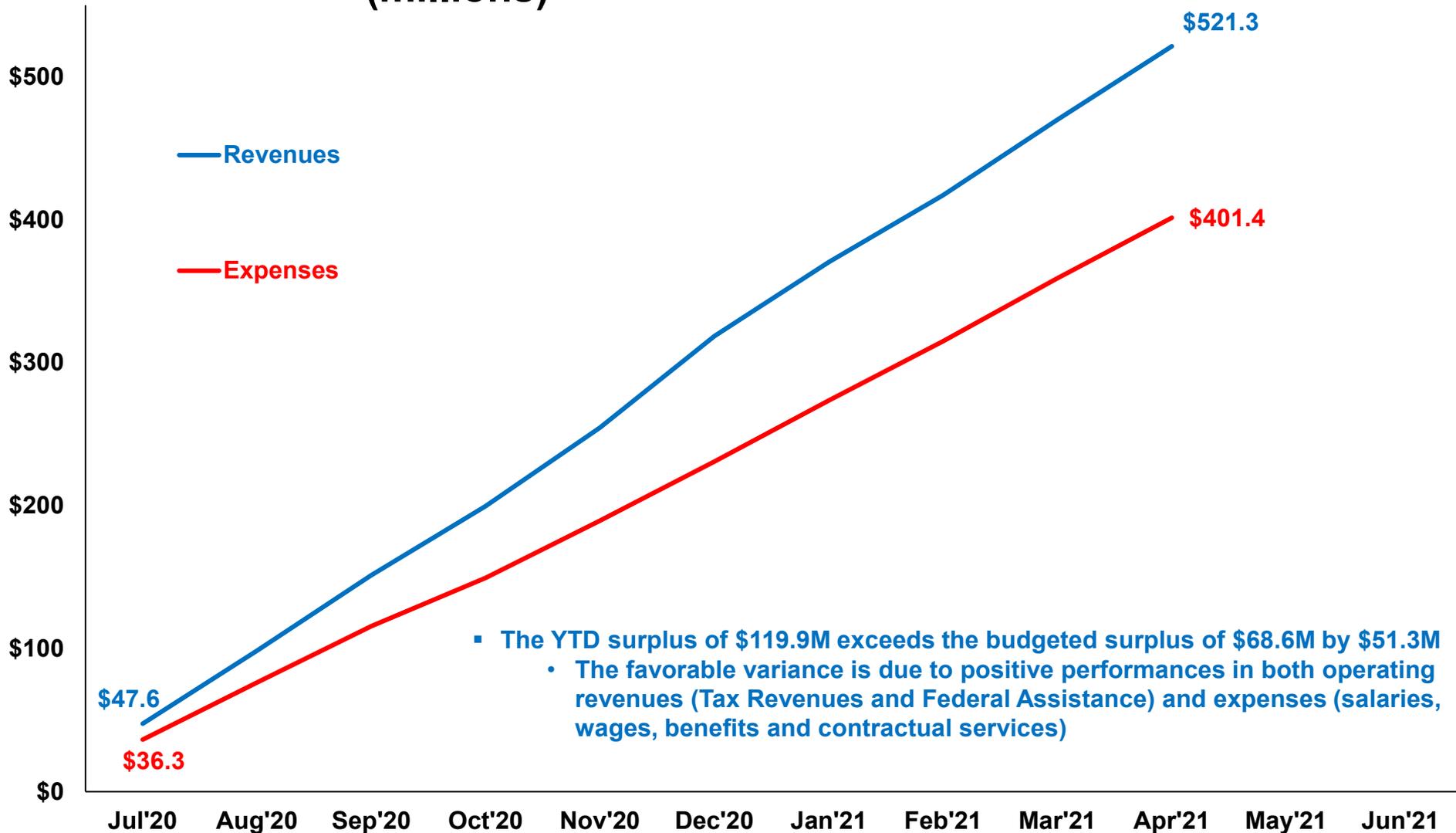
- April Passenger Revenues were \$6.1M lower than budget and \$2.6M higher than in prior year April due to the lingering pandemic related ridership loss
 - The FY21 trend has slightly improved since the low point in August 2020

Passenger Revenues/Combined Ridership (millions)

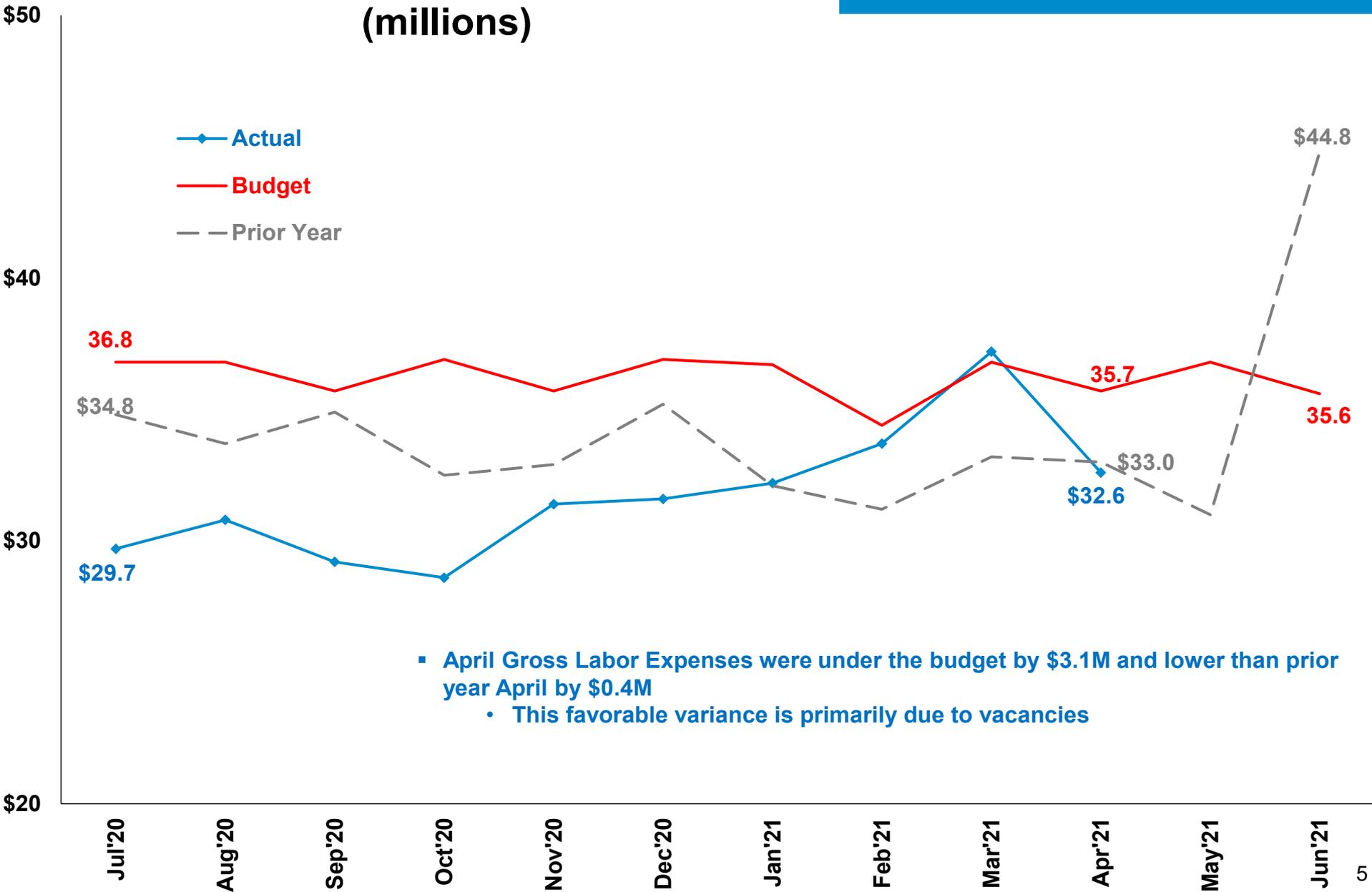


- April Ridership has surpassed prior year April by 0.6M unlinked trips
- Ridership has reversed negative trend since the Fiscal Year 2021's low point in February

Cumulative Net Operating Revenues & Expenses (millions)

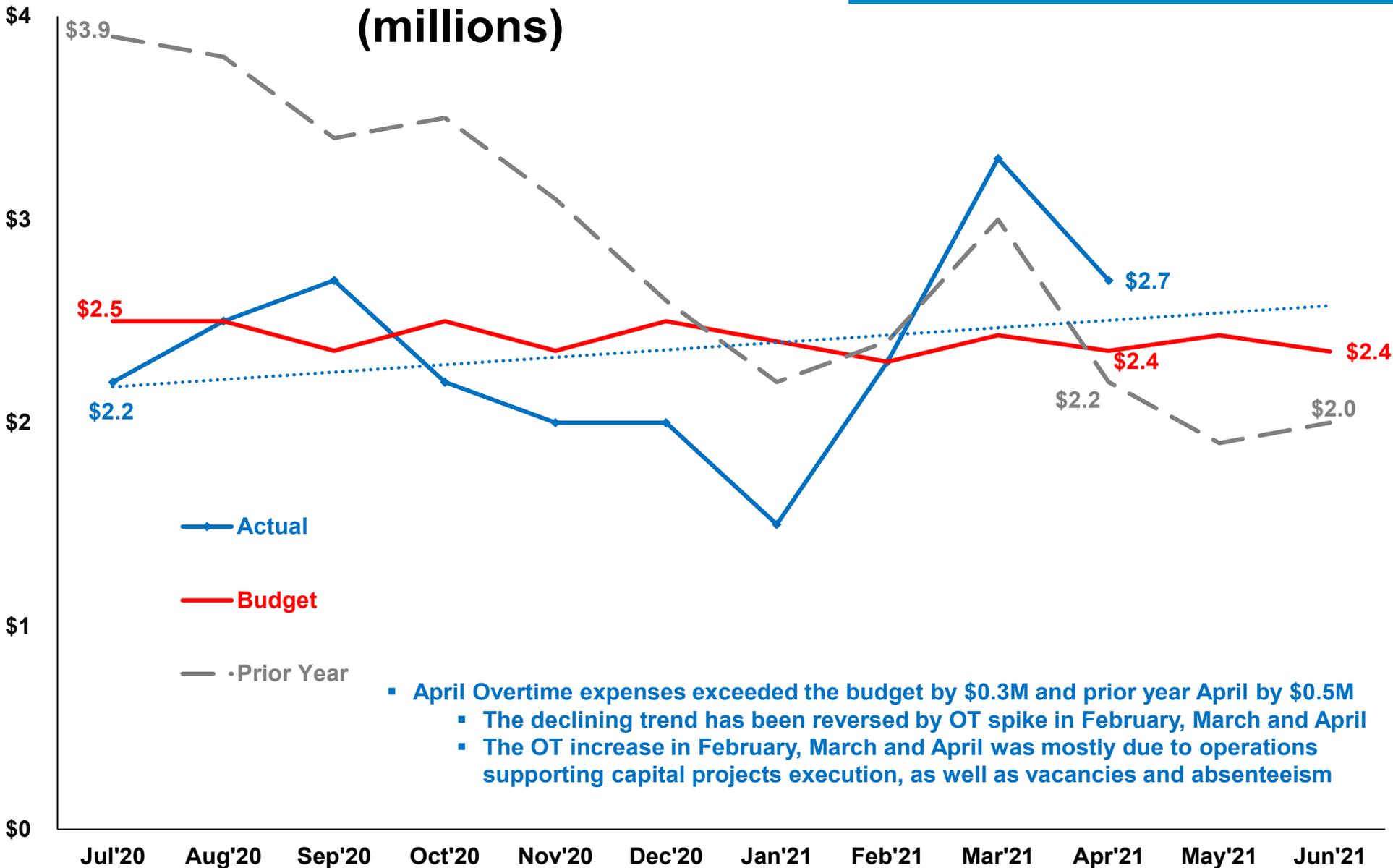


Gross Labor Expenses (millions)



- April Gross Labor Expenses were under the budget by \$3.1M and lower than prior year April by \$0.4M
 - This favorable variance is primarily due to vacancies

Overtime Expenses (millions)



- April Overtime expenses exceeded the budget by \$0.3M and prior year April by \$0.5M
 - The declining trend has been reversed by OT spike in February, March and April
 - The OT increase in February, March and April was mostly due to operations supporting capital projects execution, as well as vacancies and absenteeism



Thank You

