



EXTERNAL RELATIONS COMMITTEE MEETING

Metropolitan Atlanta Rapid Transit Authority

May 21, 2020

MEETING SUMMARY

The Board of Directors External Relations Committee met on May 21, 2020 at 10:04 a.m. via WebEx 1-866-432-9903, Atlanta, Georgia.

Board Members Present

Roberta Abdul-Salaam
Robert L. Ashe III
Jim Durrett
William 'Bill' Floyd
Roderick A. Frierson
Freda B. Hardage
Alicia M. Ivey
John 'Al' Pond
Rita A. Scott

1. Approval of the February 20, 2020 External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mr. Pond, the minutes were unanimously approved by a vote of 9 to 0, with 9 members present.

2. Briefing – Pandemic Response Update

Board members received a report on MARTA's response to the COVID-19 pandemic:

- ▶ Messaging during the Pandemic – social media, engaging jurisdictions, signage, employee town hall, issues tracking
- ▶ The Authority began an enhanced cleaning protocol of vehicles and facilities
- ▶ MARTA implemented rear door boarding and suspended fare collection on buses
- ▶ Due to ridership decline MARTA implemented a system-wide service reduction plan
- ▶ Employee teleworking schedule was extended
- ▶ MARTA mask distribution to frontline employees
- ▶ Held virtual budget hearings

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3. Riders' Advisory Council Update

The following highlights were provided regarding MARTA's Riders' Advisory Council:

- Candidate Eligibility and Outreach – live or work within the MARTA service area; ride MARTA or represent an organization that supports those who use public transit; at least 18 years old; not employed by MARTA or a MARTA contractor; not an elected official
- Application Review and Candidate Selection
- Member Ethnicity by Jurisdiction, age range, educational levels, household income
- Transit Ridership and Community Involvement
- Diverse composition of Riders representing Clayton, City of Atlanta, DeKalb, Fulton and At-Large

4. Briefing – FY 21 Budget Public Engagement

Board members were provided an overview of the public engagement activities around the FY 21 Budget

- Two virtual hearings were held on May 18th and May 19th .
- An aggressive digital strategy was implemented to support community outreach activities, i.e., social media, press release distributed, public hearing information emailed to elected officials and key stakeholders, station signage, community partner outreach
- Special measures were taken to provide the community access to the proposed budget ahead of meeting dates:
 - Extended community review period to provide customers and stakeholders with online and on-site access to the proposed budget
 - Public comments and questions were accepted in advance of the hearings
 - The hearings were recorded and posed on itsMARTA.com
 - Partner public access stations shared information with stakeholders and customers

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The meeting adjourned at 10:51 a.m.