

MINUTES
MEETING OF THE BOARD OF DIRECTORS
PLANNING & EXTERNAL RELATIONS COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

March 2, 2017

The Board of Directors Planning & External Relations Committee met on March 2, 2017 at 10:31 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Roberta Abdul-Salaam
Robert F. Dallas
Jim Durrett
William “Bill” Floyd
Jerry Griffin, *Chair*
Freda B. Hardage
Alicia M. Ivey
J. Al Pond
Christopher Tomlinson*

MARTA officials in attendance were: General Manager/CEO Keith T. Parker, AICP; Chief Administrative Officer LaShanda Dawkins (Acting); Chief Financial Officer Gordon L. Hutchinson; Chief Counsel Elizabeth O’Neill; Chief Communications Officer Goldie Taylor; Chief of Staff Rukiya S. Thomas; Chief Operating Officer George Wright (Acting); AGMs Wanda Dunham, Robin Henry, Ming Hsi, Ryland McClendon, David Springstead, Emil Tzanov and Donald Williams (Acting); Executive Director Paula Nash (Interim); Sr. Directors Rhonda Briggins and Erik Burton; Director Carol Smith; Managers Donna DeJesus and Janide Sidifall; Executive Manager to the Board Rebbie Ellisor-Taylor; Manager Executive Office Administration Tyrene L. Huff; Sr. Executive Administrator Debra Oliver. Others in attendance were Davis Allen, Garrett Eberly, Abebe Girmay, Daniel Goodridge, Cedric Griffin, Kenya Hammond, Courtne Middlebrooks, LaTonya Pope, Robin Salter and Glen Waters.

Also in attendance were Ehren Bingaman and Tim Kassa of HNTB.

Consent Agenda

- a) Approval of the February 2, 2017 Planning & External Relations Committee Meeting Minutes

*Serves as a non-voting member of the MARTA Board while holding respective State Office

On motion by Mrs. Hardage seconded by Ms. Ivey, the Consent Agenda was unanimously approved by a vote of 6 to 0, with 6 members present.

Individual Agenda

Briefing – Clayton County Transit Initiative Update

Mr. Williams briefed the Committee on planning activities associated with transit service initiatives in Clayton County, including bus service, Park-n-Ride facility, transit amenities, development of maintenance facility, and High Capacity Transit Initiative.

Background

- November 4, 2014 Ballot Measure
- One-cent sales tax
 - ½ dedicated to bus service
 - ½ dedicated to high capacity transit
- Clayton County Transit Service Agreement includes:
 - Implementation of bus and paratransit services
 - Development of Park-n-Ride facility
 - Installation of transit amenities
 - Development of maintenance facility
 - Implementation of high capacity transit service

Program Status

- Bus and paratransit service initiated March 2015
 - Phase I completed December 2015
 - Phase II scheduled for 2020
- Park-n-Ride facilities
 - Currently being evaluated under the Transit Development Plan
- Transit amenities
 - 538 bus stops
 - 9 shelters (completed)

Planning & External Relations Committee
3/2/17
Page 3

- Clayton County Maintenance Facility Study
 - Initiated June 2016
 - Site identification/selection
- High Capacity Transit Initiative
 - Initiated January 2016
 - Identify and evaluate alternative alignments/modes

Clayton County Ridership – December 2015 vs. December 2016 (Total Weekday)

- Route 191
 - December 2016 – 1,638
 - December 2015 – 1,041
 - Variance – 57.4%
- Route 192*
 - December 2016 – 285
 - December 2015 – 148
 - Variance – 92.6%
- Route 193
 - December 2016 – 2,303
 - December 2015 – 1,544
 - Variance – 49.2%
- Route 194*
 - December 2016 – 163
 - December 2015 – 218
 - Variance – (25.2%)
- Route 195
 - December 2016 – 1,054
 - December 2015 – 771
 - Variance – 36.8%

Planning & External Relations Committee
3/2/17
Page 4

- Route 196
 - December 2016 – 3,606
 - December 2015 – 3,517
 - Variance – 2.5%
- Route 15
 - December 2016 – 111
 - December 2015 – 177
 - Variance (37.3%)
- Route 55
 - December 2016 – 378
 - December 2015 – 371
 - Variance – 1.9%
- Route 800
 - December 2016 – 133
 - December 2015 – 56
 - Variance – 137.5%
- Total
 - December 2016 – 9,672
 - December 2015 – 7,843
 - Variance – 23.3%

Notes:

- **Routes 192 and 194 began service effective Saturday, December 12, 2015*
- *Routes 15, 55 and 194 – Ridership for Clayton County bus stops only*

Program Status

- Transit Amenities
 - Intergovernmental Agreement needed for some local jurisdictions
 - RFP being finalized for advertising and non-advertising shelters
 - Trash can policy being developed

- Bus stops eligible for shelter installation: 28 locations

Clayton County Transit Initiative Project Area

- Incorporated and unincorporated Clayton County
- Portions of DeKalb, Fayette, Fulton, and Henry Counties
- Cities of Atlanta, College Park, East Point, and Hapeville

High Capacity Transit Initiative

- Project Purpose:
 - Analyze and evaluate a range of potential high capacity transit corridors
 - Determine a Locally Preferred Alternative (LPA)
 - Conduct environmental review
- Deliverables:
 - Draft and final environmental documents
- Schedule:
 - Environmental review completion in late 2018 - early 2019
 - Prepare for preliminary engineering/design, construction

Project Development Process

- Planning & Environmental: 2-3 years
- Project Development: 2 years
- Engineering: 2-3 years
- Construction: 2-4 years
- Operations

High Capacity Service Defined

- High capacity service features include:
 - Fixed guideway/exclusive lanes
 - Larger transit vehicles
 - Fewer transit stops

Planning & External Relations Committee
3/2/17
Page 6

- More frequent service
- Higher travel speeds
- New transit stations with passenger amenities
- Transit technologies include:
 - Heavy rail transit (HRT)
 - Commuter rail transit (CRT)
 - Light rail transit (LRT)
 - Bus rapid transit (BRT)

Project Status

- High Capacity Transit Initiative:
 - Completed Norfolk Southern right-of-way assessment
 - Completed existing conditions report
 - Conducted first round of public outreach
 - Identified initial set of transit alternatives
- Completed early scoping meetings: February 2 and 9
- Citizen Advisory Committee meeting: February 22

Project Schedule

- Public and Agency Outreach Kickoff: 2016
- Early Scoping: 2016-2017
- Scoping: 2017
- Public Hearing: 2017
- Publish in Federal Register: 2018

Next Steps (Present - Summer 2017)

- Continue Public Outreach and Meetings
- Continue Data Collection and Analysis
- Develop Purpose and Need
- Evaluate Potential Transit Alternatives

Mr. Pond asked how does MARTA ridership in Clayton County compare with ridership in its other jurisdictions.

Mr. Williams said Planning will work with Research & Analysis to obtain those metrics.

Mr. Pond asked what is the status on the advertising revenue for amenities.

Mr. Parker said MARTA has a Request for Proposals out.

Mr. Floyd asked if the transit initiative is conducted internally.

Mr. Williams said yes, with the support of consultants.

Mr. Floyd asked what is the potential ridership.

Mr. Williams said MARTA typically project ridership based on population, land use, and activity centers.

Mr. Floyd asked if MARTA can operate outside of its jurisdictions.

Mr. Parker said certain bus routes can operate outside of MARTA's jurisdictions under intergovernmental agreements.

Briefing – Quality of Service Semi-Annual Update

Mrs. Salter briefed the Committee on Quality of Service Survey, MARTA's customer satisfaction study, data collected July through December 2016.

Quality of Service Survey (QOS) – MARTA's Ongoing Customer Satisfaction Study

- Initiated in 1995
- Intercept interviews on buses and rail platforms
 - 6:00am to 11:00pm
 - 7 days per week
 - More than 300 days per year
- Core Topics:
 - Customer satisfaction
 - Performance ratings of 51 attributes

- Demographics and ridership behavior
- First Half of FY17:
 - Conducted 2,153 intercept interviews
 - July 1st to December 31st, 2016
 - Margin of error is +/- 4.2%

Rider Profiles Significantly Different from FY16

- Household Income <\$30,000 – 46%
 - FY16 – 55%
- African-American – 68%
 - FY16 – 75%
- Has alternative transportation – 47%
 - FY16 – 37%
- Could have driven own car – 35%
 - FY16 – 27%
- Light Rider (0 to 4 trips prior week) – 23%
 - FY16 – 34%

Satisfaction

- 81% of riders are very satisfied or satisfied
- FY17 percentage was statistically higher than FY16

Performance Attributes

- Top Five High Scoring Rail Attributes
 - Trains are well lit – Score: 9.2
 - Next stop announcements made on trains – Score 8.6
 - Comfortable temperature on trains – Score: 8.6
 - Escalators in good working condition – Score: 8.6
 - Trains are well-maintained – Score: 8.5
- Top Five High Scoring Bus Attributes

- Bus drivers operate the bus in a safe manner – Score: 9.1
- Stop announcements made on buses are clear and understandable – Score: 9.0
- Buses are well-maintained – Score: 9.0
- Bus drivers board or discharge passengers properly – Score: 9.0
- Buses displaying correct information – Score: 8.9
- Lowest Five High Scoring Rail Attributes
 - Frequency of train service on weekends – Score: 5.7
 - Frequency of train service on weekdays after 9:00pm – Score: 6.6
 - Station elevators are clean – Score: 6.9
 - Controlling nuisance behaviors on trains – Score: 7.1
 - Availability of restrooms in stations (new in FY17) – Score: 5.2
- Lowest Five High Scoring Bus Attributes
 - Frequency of bus service on weekends – Score: 6.2
 - Frequency of bus service on weekdays after 9:00pm – Score: 6.6
 - Controlling nuisance behaviors on buses – Score: 7.6
 - Bus arrives no more than 5 minutes after scheduled time – Score: 7.8
 - Personal safety while waiting at bus stops – Score: 7.8

Service Perceptions

- Bus Service
 - 61% say bus service is better
 - 34% say bus service is the same
 - 5% say bus service is worse
- Rail Service
 - 45% say rail service is better
 - 50% say rail service is the same
 - 5% say rail service is worse

Takeaways

- Satisfaction with MARTA continues to increase
- Out of 51 performance scores, 17 improved and 0 declined
- High scores for rail maintenance attributes
- Bus and rail service scores continue to climb
 - Weekday night and weekend service frequency scores low
- The top bus scores
 - Operator performance
 - Signage
 - Announcements
 - Maintenance attributes

Mr. Tomlinson asked about On-Time Performance (OTP).

Mr. Parker said the Board will receive a presentation regarding OTP next month.

Mr. Durrett said this is fantastic news. He said the demographics are encouraging.

Mr. Pond asked if this information has been shared with the public.

Mr. Parker said MARTA will hold a media roundtable soon, and this information will be shared.

Mr. Griffin asked if survey data filters back into the system to operators.

Dr. Salter said yes, operators are provided with feedback.

Briefing – MORE MARTA Half Penny Outreach Plan

Ms. Briggins briefed the Committee on the Authority's Outreach Plan for the MORE MARTA program.

Pop-Up Station Meetings

- Station pop-ups will provide an opportunity to:
 - Distribute information about the MARTA Sales Tax

Planning & External Relations Committee
3/2/17
Page 11

- Referendum and program of projects
- Get public feedback on FAST Track bus service improvements and next steps in MARTA's implementation process
- Provide fact sheets, FAQ and surveys
- Distribute new Breeze cards

Community Bus Meeting Format

- The Community Bus will serve to meet and greet, distribute information and hold one-on-one discussions

Listening Sessions

- Listening Sessions will provide an opportunity to distribute information about the MARTA Sales Tax Referendum and program of projects, FAST Track bus service improvements and next steps in MARTA's implementation process with the public to get feedback in the neighborhoods and City Council District
- This will be a targeted effort to ensure local input

Targeted Outreach Effort

- 12 Districts
- 6 Meetings
- Council District(s)
 - 1 and 12
 - 8 and 9
 - 3 and 4
 - 10 and 11
 - 6 and 7
 - 2 and 5

Meeting Format

- Maps
- Surveys
- Comment Cards

- One-on-One Discussions
- Breakout Sessions

Other Matters

Mrs. McClendon announced the following events:

- COMTO – Women Who Move the Nation
Board Member Juanita Jones Abernathy is an honoree
March 15th – 7:30-10:30am in Washington, DC
- Central Atlanta Progress (CAP) Annual Meeting & Awards
March 14th – 7:00-9:15am at Hyatt Regency Atlanta
- MORE MARTA Listening Sessions
 - March 7th – 6:30-8:00pm at Rosel Fann Rec Center
 - March 8th – 6:30-8:00pm at The Agape Community Center
 - March 9th – 6:30-8:00pm at Helene Mills Center
 - March 21st – 6:30-8:00pm at Cascade United Methodist Church
 - March 22nd – 6:30-8:00pm at Cathedral of Saint Phillip
 - March 23rd – 6:30-8:00pm at Big Bethel A.M.E. Fellowship Hall

Mrs. McClendon introduced MARTA's new Sr. Director of Media Relations Mr. Erik Burton.

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:22 a.m.