

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

June 4, 2015

The Board of Directors Planning & External Relations Committee met on June 4, 2015 at 10:35 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Harold Buckley, Sr.
Robert F. Dallas
Frederick L. Daniels, Jr.
Jim Durrett
Roderick E. Edmond
Jerry Griffin
Freda B. Hardage, *Chair*
Christopher Tomlinson

MARTA officials in attendance were: General Manager/CEO Keith T. Parker; Chief Operating Officer Richard A. Krisak; Chief Financial Officer Gordon L. Hutchinson; Chief Administrative Officer Edward L. Johnson; Chief Counsel Elizabeth O'Neill; AGMs, Wanda Dunham, Robin Henry, Ming Hsi, Reginald Mason, Ryland McClendon, Terry Thompson and Donald Williams (Acting); Executive Director Ferdinand Risco; Directors Lyle Harris, Jennifer Jinadu-Wright, Torrey Kirby, Connie Krisak and Carol Smith; Managers Christopher Hatfield, Janide Sidifall; Manager of Executive Office Administration Tyrene L. Huff; Executive Manager to the Board Rebbie Ellisor-Taylor; Finance Administrative Analyst Tracy Kincaid. Others in attendance Davis Allen, Frederick Askew, Abebe Girmay, Nicholas Gowens, Robin Salter, Christopher Silveria and Srinath Remala.

Also in attendance Zoe Stallings and Devonte Wilburn of Citizens Trust Bank.

Consent Agenda

- a. Approval of the May 8, 2015 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Griffin seconded by Mr. Tomlinson, the Consent Agenda was unanimously approved by a vote of 7 to 0, with 7 members present.

Individual Agenda

Briefing – Brady Mobility Facility

Mr. Hatfield briefed the Committee on the construction of the Brady Mobility Facility.

Project Overview

- In-house Design Scope: Request for Proposal (RFP) - Documentation and Solicitation, Design Review during Solicitation and Design Services during Construction
- Project Description: Approximately 74K square feet of new Mobility van maintenance and administration facilities located on more than 11 acres – includes demolition of 40-year old existing and modular temporary structures, and replacement with three (3) new buildings and mobility van/employee parking areas within a more efficient overall site layout; maintenance capacity more than doubled from previous facility
- Project Bid Process: Four (4) Design/Build Teams competed for project – final selection based on overall team experience, design & schedule completeness, proposed set price and sufficient material warranties
- Selected Design/Build Team: Archer Western Contractors/Maintenance Design Group/Gensler HESM&A Engineers
- Status: In Construction
- Tentative Completion Dates: July 2015 (Main Building); December 2015 (Entire Site)
- Total Budget: \$40.2M

Project Improvements

- Maintenance: New building provides more than double the number of available paratransit maintenance bays to facilitate timely repairs
- Administration: New layout consolidates administration over maintenance areas for better communication, as well as more efficient systems and available land use sharing
- Security: By stacking office and maintenance functions and placing the main building closer to the street the site is made more secure than before – new perimeter measures and control features also contribute to better site security

- Training: New classroom environments and computer-aided demonstrations will allow top quality maintenance training on site
- Sustainability: Main building is on track to achieve LEED "Silver" Certification, the first enclosed building of this type at MARTA; "Green" building systems include enhanced storm water controls, reflective roofs, efficient lighting & plumbing fixtures, recycled & low-emitting materials and green cleaning methods

Mr. Daniels asked what amount of additional costs goes into sustainability.

Mrs. Krisak said \$30K in possible design fees plus additional money for particular supplies depending on the facility – in the long-term operations it pays off in energy efficiency.

Mr. Tomlinson asked about the completion timeframe.

Mr. Hatfield said move-in will take place in July and contract completion is by the end of the year.

Mr. Johnson said an Open House and Ribbon Cutting will be held soon.

Briefing – FY15 Quality of Service Survey – Third Quarter

Dr. Salter briefed the Committee on the FY15 Quality of Service (QOS) Survey – Third Quarter. The analysis includes comparisons to the previous fiscal years and quarters.

Survey Method

- 1,888 bus and rail patron interviews from January 1 – March 31, 2015
- Margin of error: +/- 4.5%

Key Findings

- Performance Ratings
 - Average scores of two performance attributes improved significantly
 - Station service personnel available to provide assistance
→ 7.6 to 7.9
 - Clean elevators in stations
→ 7.0 to 7.4

- Average scores of two performance attributes decreased significantly
 - Stations displaying correct information
→ 8.2 to 8.0
 - Exterior cleanliness of trains
→ 8.5 to 8.2
- Riders are noticing improvements in Bus and Rail Service
 - Patrons who report that Bus Service has improved over the past 12 months are saying that:
 - Buses are newer, better - 28%
 - Buses are on time - 27%
 - Bus service is faster - 27%
 - MARTA provides better bus service overall - 22%
 - There is better security; cameras - 17%
 - Buses are cleaner - 16%
 - Bus scheduling has improved - 14%
 - MARTA's communication is better with apps, signs, announcements - 12%
 - Patrons who report that Rail Service has improved over the past 12 months are saying that:
 - Train service is faster; more frequent - 51%
 - There is more security - 26%
 - Trains are on time - 25%
 - MARTA provides better rail service overall - 21%
 - Rail schedule has improved - 15%
 - MARTA's communication is better (apps, announcements, signs) - 14%
 - Rail system is cleaner - 13%
 - Fewer nuisances; Ride With Respect is working - 8%

Takeaways

- Overall satisfaction with MARTA remained stable
- Percentage of riders noticing improvements in MARTA service has almost doubled over the last two years - an increase of about 25 percentage points
- Perceptions of improved service reflect MARTA programs, service enhancements and upgrades in equipment and technology:
 - Increasing the frequency of trains
 - Bus service enhancements
 - The purchase of new buses
 - Ride with Respect
 - Increasing station personnel
 - Adding new signage in some stations
 - MARTA on the Go

Recommendations

- Continue to increase bus frequency throughout the service area
- Upgrade and add new signage to all rail stations

Mr. Dallas asked if this information is conveyed to employees to help them understand what is great and what areas need improvement.

Dr. Salter said meetings are held with stakeholders and employees to give them an understanding of what is happening.

Mr. Dallas asked if employees receive Customer Service training.

Ms. Henry said yes, focused Customer Service training is provided frontline employees but HR will soon branch out to non-frontline employees.

Mr. Dallas asked how does MARTA compare to other agencies.

Ms. Smith said staff can gather information on what other agencies have done.

Dr. Salter said quarterly reports will soon be available online – the Board will continue to receive Quality of Service survey presentations on a semi-annual and annual basis.

Briefing – South Fulton Parkway Corridor Transit Reassessment

Mr. Silveira briefed the Committee on the South Fulton Parkway Corridor Transit Reassessment.

Purpose

- Follow up to the 2010 South Fulton Parkway Transit Feasibility Study
 - Provides an updated assessment of future land use and transportation needs
 - Presents updated recommendations for near-term planning and long-term management to promote multimodal services and investments

Study Area

- The study area lies in the southwestern portion of the metropolitan Atlanta region
- South Fulton Parkway extends from the 1-85/1-285 interchange and crosses westward through the remainder of Fulton County, ending just inside the Douglas County border and includes areas along Roosevelt Highway and the areas between the two corridors

2010 Study Background

- Study conducted in cooperation with Fulton County
- Objectives
 - Evaluate the potential for transit improvements on South Fulton Parkway
 - Develop an action plan to support implementation of transit based on the needs of the corridor

2010 Study Findings and Recommendations

- Key Findings
 - Vision for transit service in the corridor varied amongst stakeholders
 - Density was too low and land uses too incompatible to support significant transit investment
- Recommendations/Action Plan
 - Local jurisdiction task force to create transit supportive zoning districts
 - Preference survey to gauge demand for commuter services

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- Implement transit along South Fulton Parkway in a phased approach
- Investigate upgrade of service on Old National Hwy
- Safety/Access enhancements on Roosevelt Hwy

Update Since 2010

- Recommendations from 2010 study largely not completed
- Insignificant demographic shifts, still recovering from housing crisis
- New Developments of Regional Impact (DRIs) primarily focused on industrial uses

Density Comparison

- Fulton, DeKalb, Clayton Region-wide Estimates
 - 1.81 employees per acre in 2012
 - 3.14 persons per acre in 2013
- South Fulton Study Area Estimates
 - 0.16 employees per acre in 2012 (9% of region average)
 - 0.77 persons per acre in 2013 (25% of region average)

Stakeholders

- Fulton County
- City of Chattahoochee Hills
- City of College Park
- City of Fairburn
- City of Palmetto
- Atlanta Regional Commission
- Hartsfield-Jackson Atlanta International Airport
- South Fulton Chamber of Commerce
- South Fulton Parkway Alliance
- Clifondale Community Club
- Partnership for Southern Equity

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Stakeholder Perspectives

- Expressed support for transit
 - Express service to Airport Station
- Mixed sentiment on future development
 - Industrial and warehouse growth in the east
 - Nodal residential development in the west
 - Rural residential and agriculture in the south

Technical Recommendations

- Develop a sector plan
 - Current land use plans are too ambiguous, limiting ability to guide development in strategic way
- Build out base transit network
 - Enhance mobility with commuter services
 - Enhance accessibility with community services (circulators, flex routes)

Near-Term Recommendations – Land Use

- Establish a South Fulton Task Force to develop a vision
- Provide Technical Support to the Task Force
- Create a compact between local governments to implement the Task Force vision
- Implement and monitor the vision
 - Replace South Fulton Task Force with a technical group capable of monitoring progress
 - New representative body, or the ARC

Near-Term Recommendations – Transportation

- Coordinate between MARTA and GRTA
 - Develop coordinated service plan as applicable following completed CGAs
- Establish a southwestern regional transit network working group
 - Coordinate investments between Fulton, Clayton, Coweta, and Douglas counties

- Develop cooperative long-range plans
 - Monitoring changing conditions
 - Supporting Land Use visions
 - Preparing service planning studies
 - Estimating cost and funding requirements
- Develop investment strategies to leverage regional resources

Conclusion

- Area needs to provide a foundation on which to build confidence for regional investment, including transit
 - Develop a collaborative framework between different local and regional jurisdictions
 - Remove local barriers to permit open dialogue
 - Regionalize solutions with pooled resources

How can MARTA Help Implement

- Use strategy similar to North Line TOD Study
 - Identify areas for nodal development with community input
 - Develop consensus around how to connect development nodes
 - Identify the node with the greatest development potential for ARC LCI application submittal

Mr. Durrett asked what is a flex route.

Mr. Williams said a flex route circulates through a neighborhood then deviates upon request.

Mr. Durrett said similar to Mobility.

Mr. Williams said yes.

Mr. Durrett asked about the vision of the Task Force.

Mr. Williams said currently the vision for growth amongst the stakeholders is different. So, the question is how will MARTA provide service. The Authority will have to bring them together to create a common vision.

Mr. Griffin asked what is the rationale for MARTA acting as a facilitator. This seems like an ARC issue.

Mr. Williams said MARTA recognizes the varying points of view and is working with ARC very closely on this.

Briefing – APTA’s National Dump the Pump Day

Mrs. Jinadu-Wright briefed the Committee on APTA’s National Dump the Pump Day.

- On June 18th public transit agencies from coast to coast will join together in support of APTA's National Dump the Pump day, to encourage their communities to dump the pump by leaving their cars at home and ride public transportation
- This national day is now in its tenth (10th) year
- The Authority will host its Dump the Pump scavenger hunt "Dump the Pump Dash", on June 20th on the MARTA rail system
- The "Dump the Pump Dash" will be used as a vehicle to encourage the community to ride MARTA for this fun and exciting event with the objective that this will encourage new and additional ridership
- The event will be used to highlight all the places MARTA takes you to as well raise awareness of the financial and environmental benefits of public transportation

Other Matters

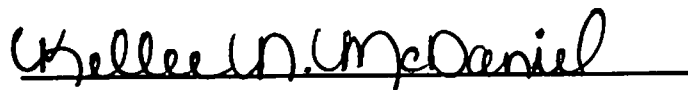
Mrs. McClendon announced the following upcoming events:

- MARTA Industry Day for A/E DBE firms – June 5th
- Bus Operator Job Fair – June 6th
- Technology Job Fair – June 13th
- Regional Transportation Training Center Ribbon Cutting Ceremony – June 17th
- APTA Rail Conference, Salt Lake City, UT – June 21-24

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:25 a.m.

Respectfully submitted,



Kellee N. McDaniel
Senior Executive Administrator to the Board