



WORK SESSION OF THE BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Thursday, February 13, 2020

MEETING SUMMARY

A Work Session of the MARTA Board of Directors was held on Thursday, February 13, 2020 at 12:03 p.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert L. Ashe III, Chair
Jim Durrett
William "Bill" Floyd
Roderick A. Frierson
Freda B. Hardage
Alicia M. Ivey
Russell McMurry
John A. Pond
Rita A. Scott
W. Thomas Worthy

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Riders' Advisory Council

Ms. Allen presented a summary of MARTA Riders' Advisory Council

Riders' advisory Council

- Bus Operations (Mobility services, Bus network redesign, BRT/ART)
- Rail Operations (Rail car design, service delivery, station appearance)
- CX Technology (Mobile apps, Communications, Breeze.com)
- Capital Programs (Track renovation, Station rehab and amenities, Elevator and escalator rehab, Fare collection enhancements)
- Customer Delight

**External Relations – Meeting
Summary
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- Composition of the Council
- Riders' Advisory Council Members' Terms
- Riders' Advisory Council Operations
- Outreach/Recruitment Campaign
- Selection Process
- Next Steps

Valentine's Day Efforts

Ms. Jinadu-Wright provided an overview of Valentine's Day efforts throughout the Authority

- Cards + Candy
- MARTA Love's Our Customers event @ Five Points
- #FAFATL
- Social Media
- Social Media + Blog

Senator Brandon Beach New Video

Senator Brandon Beach presented a video to show improvement on regional transit.

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Adjournment

The Work Session of the MARTA Board of Directors adjourned at 12:40 p.m.