



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

PLANNING AND CAPITAL PROGRAMS COMMITTEE

THURSDAY, SEPTEMBER 28, 2023

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair Stacy Blakley called the meeting to order at 10:54 A.M.

Board Members

Present:

Al Pond
Freda Hardage
James Durrett
Roderick Frierson
Stacy Blakley
Thomas Worthy
William Floyd
Rita Scott
Jennifer Ide

Board Members

Absent:

Kathryn Powers
Russell McMurry
Valencia Williamson
Jacob Tzegaegbe
Jannine Miller
Sagirah Jones

Staff Members Present:

Collie Greenwood
Raj Srinath
Melissa Mullinax
Rhonda Allen
George Wright
Ralph McKinney
Peter Andrews
Carrie Rocha

Also in Attendance: Justice Leah Ward Sears, Katherine Dirga, Abhay Joshi, Charlie Jackson, Adam McGavock, Derek Hull, Erik Leach, Paula Nash, Jacqueline Holland, Kenya Hammond and Tyrene Huff

2. APPROVAL OF THE MINUTES

Approval of the August 24, 2023 Planning and Capital Programs Committee Minutes

On a motion by Board Member Hardage, seconded by Board Member Durrett, the motion by a vote of 6 to 0 with 6 members present.

3. RESOLUTIONS

Resolution Authorizing a Modification in Contractual Authorization for an Automated Parking and Revenue Control (APARC) System, RFP P40193

Approval of the Resolution Authorizing a Modification in Contractual Authorization for an Automated Parking and Revenue Control (APARC) System, RFP P40193. On a motion by Board Member Hardage, seconded by Board Member Durrett, the resolution passed by a vote of 7 to 0 with 7 members present.

Resolution Authorizing a Modification in Contractual Authorization for Professional Services for Payment and Booking System for Art in Transit Vendors, LOA L44267

Approval of the Resolution Authorizing a Modification in Contractual Authorization for Professional Services for Payment and Booking System for Art in Transit Vendors, LOA L44267. On a motion by Board Member Hardage, seconded by Board Member Pond, the resolution passed by a vote of 7 to 0 with 7 members present.

Resolution Authorizing the Approval of the Fiscal Year 2024 Bus, Rail, and Mobility Service Standards

Approval of the Resolution Authorizing the Approval of the Fiscal Year 2024 Bus, Rail, and Mobility Service Standards. On a motion by Board Member Hardage, seconded by Board Member Worthy, the resolution passed by a vote of 7 to 0 with 7 members present.

Resolution Authorizing an Intergovernmental Agreement (IGA) with the City of Atlanta for the Department of Watershed Management, in support of the Summerhill BRT Project

Approval of the Resolution Authorizing an Intergovernmental Agreement (IGA) with the City of Atlanta for the Department of Watershed Management, in support of the Summerhill BRT Project. On a motion by Board Member Ide, seconded by Board Member Worthy, the resolution passed by a vote of 8 to 0 with 8 members present.

Resolution Authorizing the Award of a Contract for the Procurement of the Automated Fare Collection (AFC) System 2.0, RFP P50189

Approval of the Resolution Authorizing the Award of a Contract for the Procurement of the Automated Fare Collection (AFC) System 2.0, RFP P50189. On a motion by Board Member Ide, seconded by Board Member Floyd, the resolution passed by a vote of 8 to 0 with 8 members present.

4. BRIEFING

Briefing - Breeze Mobile 2.0 Regional Expansion

Charlie Jackson, Senior Director Customer Experience Innovation, provided the Committee an update on the Breeze Mobile 2.0 Regional expansion features and future enhancements.

5. OTHER MATTERS

None

6. ADJOURNMENT

The Committee meeting adjourned at 11:50 A.M.

Respectfully submitted,

A handwritten signature in blue ink that reads "Tyrene L. Huff". The signature is written in a cursive style with a large initial 'T'.

Tyrene L. Huff
Assistant Secretary to the Board



Resolution Authorizing a Modification in Contractual Authorization for an Automated Parking and Revenue Control (APARC) System, RFP P40193

**Planning & Capital Programs Committee
September 28, 2023**

Contract History

- MARTA solicited a Request for Proposal (RFP) to:
 - Replace parking and revenue control equipment at 10 long-term parking facilities.
 - Provide maintenance service for five years with five option years.
- MARTA Board approved contract P40193 in March 2022.
- Initial approved contract value: \$12,674,905.



Cost Increase

Modifications to the contract include the following additional scope elements:

- Construction and performance bonds
- Vendor's formal project schedules
- Vendor's quality control manager
- Vendor's safety manager
- Additional needed equipment/construction work for the payment systems
 - Command Center (x2)
 - Firewalls (network security)
 - Additional drive lane construction at Medical Center
- Unforeseen site conditions allowance



Modification Details

Proposed Modifications

<i>Modification 1</i>	<i>Modification 2</i>
<p>MOD 1 Total: \$606,440</p> <ul style="list-style-type: none"> • Insurance Bond - \$204,125 • Primavera Approved Scheduler - \$385,000 • Primavera Licenses - \$17,315 	<p>MOD 2 Total: \$1,159,660</p> <ul style="list-style-type: none"> • QC Manager - \$564,705 • Safety Manger - \$224,225 • New Employee Benefits/Training - \$120,880 • <i>Command Centers (2) - \$90,455</i> • <i>Medical Center (2 lanes) - \$84,695</i> • <i>Approved Firewalls - \$75,000</i>

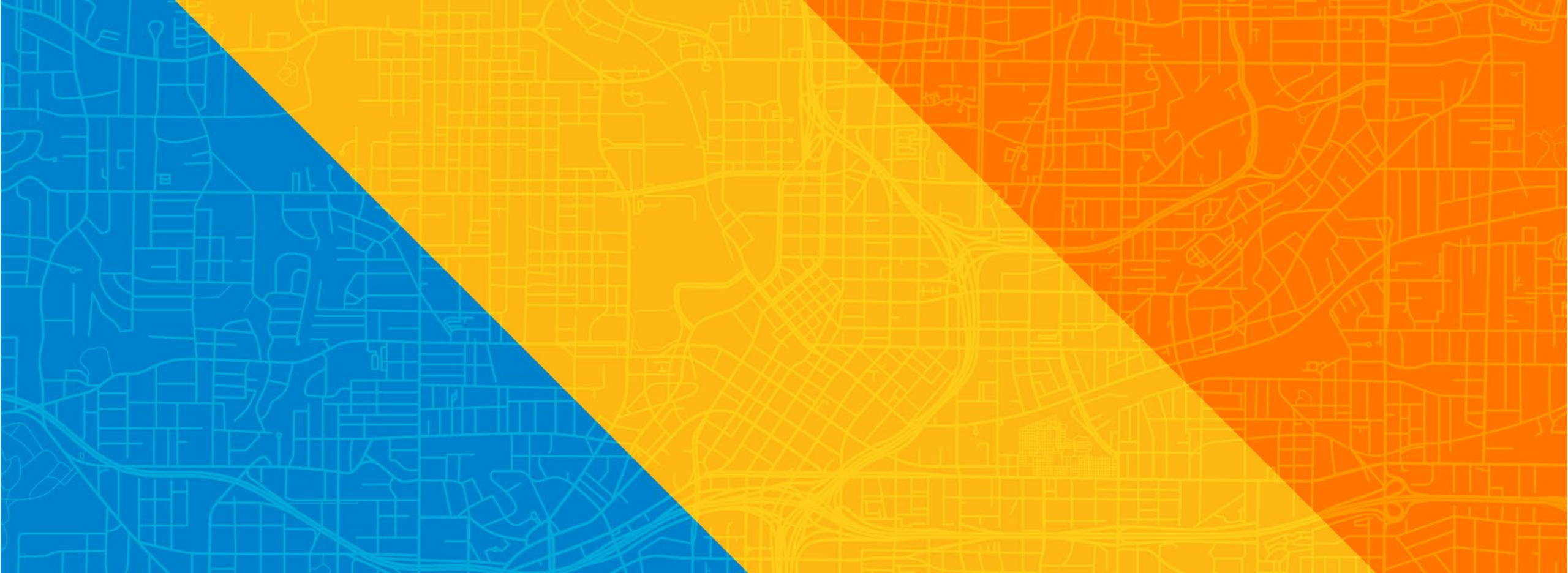
Unforeseen Site Condition Allowance - \$503,831.75 (5% of Current Contracted Construction Value Below)

Summary

- Total Board Authorization - \$13,281,345 (Contract Total with 95.39% of GM Contingency released for MOD 1)
- Current Contracted Construction Value (with MOD 2 highlighted items above) \$10,076,635
- Total 5% GM Contingency - \$633,745.25
- Total Requested Board Authorization increase - \$1,663,491.75
- Revised Total Board Authorization- \$14,944,836.75



**Requesting Approval of a Resolution Authorizing a
Modification in Contractual Authorization for an
Automated Parking and Revenue Control (APARC)
System, RFP P40193**



Thank You





September 28, 2023

RESOLUTION AUTHORIZING A MODIFICATION IN CONTRACTUAL AUTHORIZATION FOR PROFESSIONAL SERVICES FOR PAYMENT AND BOOKING SYSTEM FOR ART IN TRANSIT VENDORS

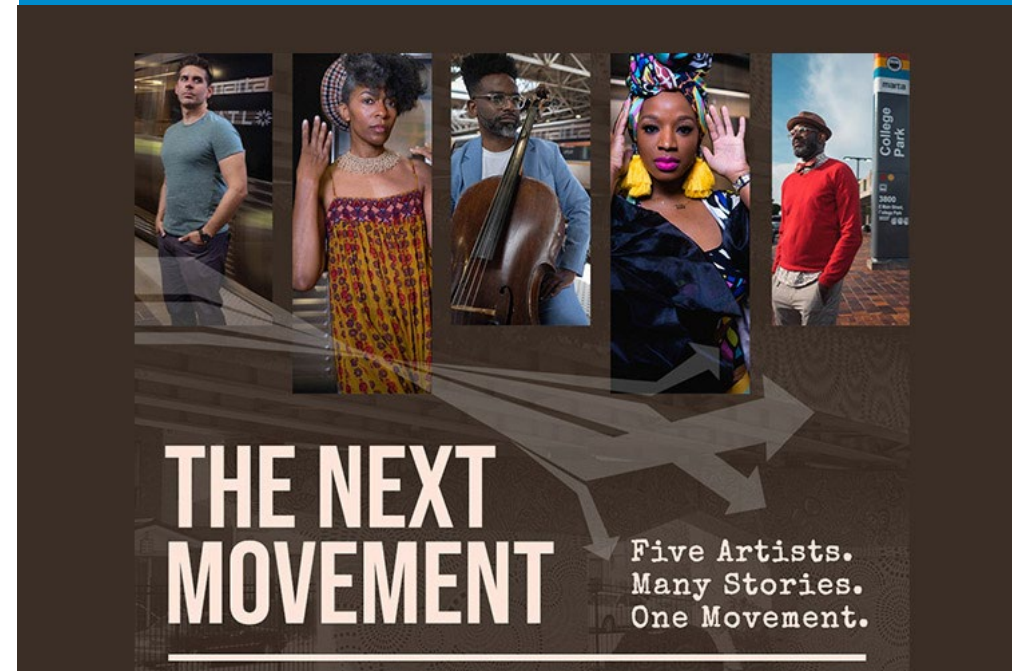
Planning & Capital Programs Committee

Katherine Dirga
Director of Art in Transit
Division of Capital Programs, Expansion and Innovation



Background

- MARTA's public art program, Artbound, was established by the Board of Directors in 2017 to enhance customer experience throughout the system.
- 160+ performances per year through the Artbound "LIVE" program.
- Currently utilize the Jobble software platform which provides efficient scheduling, booking, and payment of freelance artists.
- Jobble alleviates the administrative process burden on Contracts & Procurement and Accounts Payable.
- The term of the contract with Jobble will expire in December 2023 and is in need of modification with Board approval to provide more time and budget to allow for a future procurement for these services.



Contract Modification Request

Extend the existing contract for one (1) year and add \$130,971 for FY24 and a portion of FY25.

Terms	Existing Contract	Revisions to Contract
Initial Base Term	1 year	Add 1 year
Amount	\$130,971 per annum	Add \$130,971

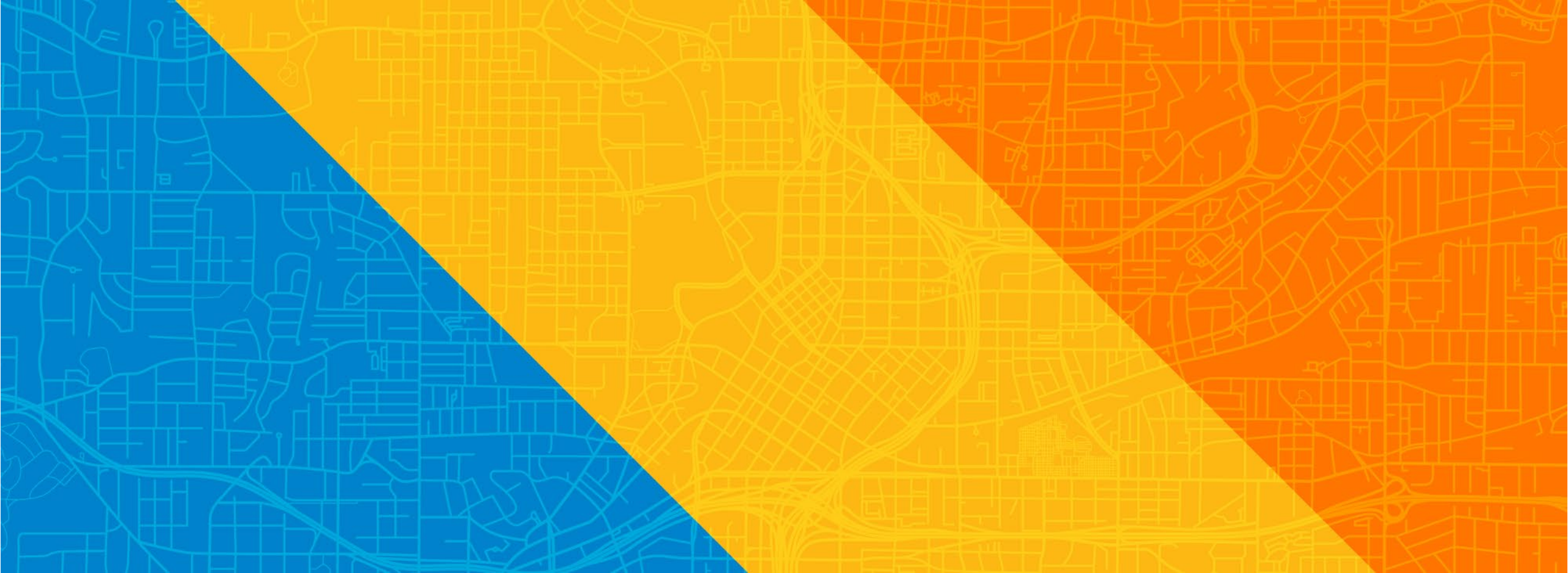
TOTAL Amount of Existing Contract	\$298,016
TOTAL with Contract Extension Request	\$428,987

*Note: Approximately 75% of the funding will compensate artists for their performances and the balance of the funding is for Jobble administration charges.

Respectfully Request Board Approval

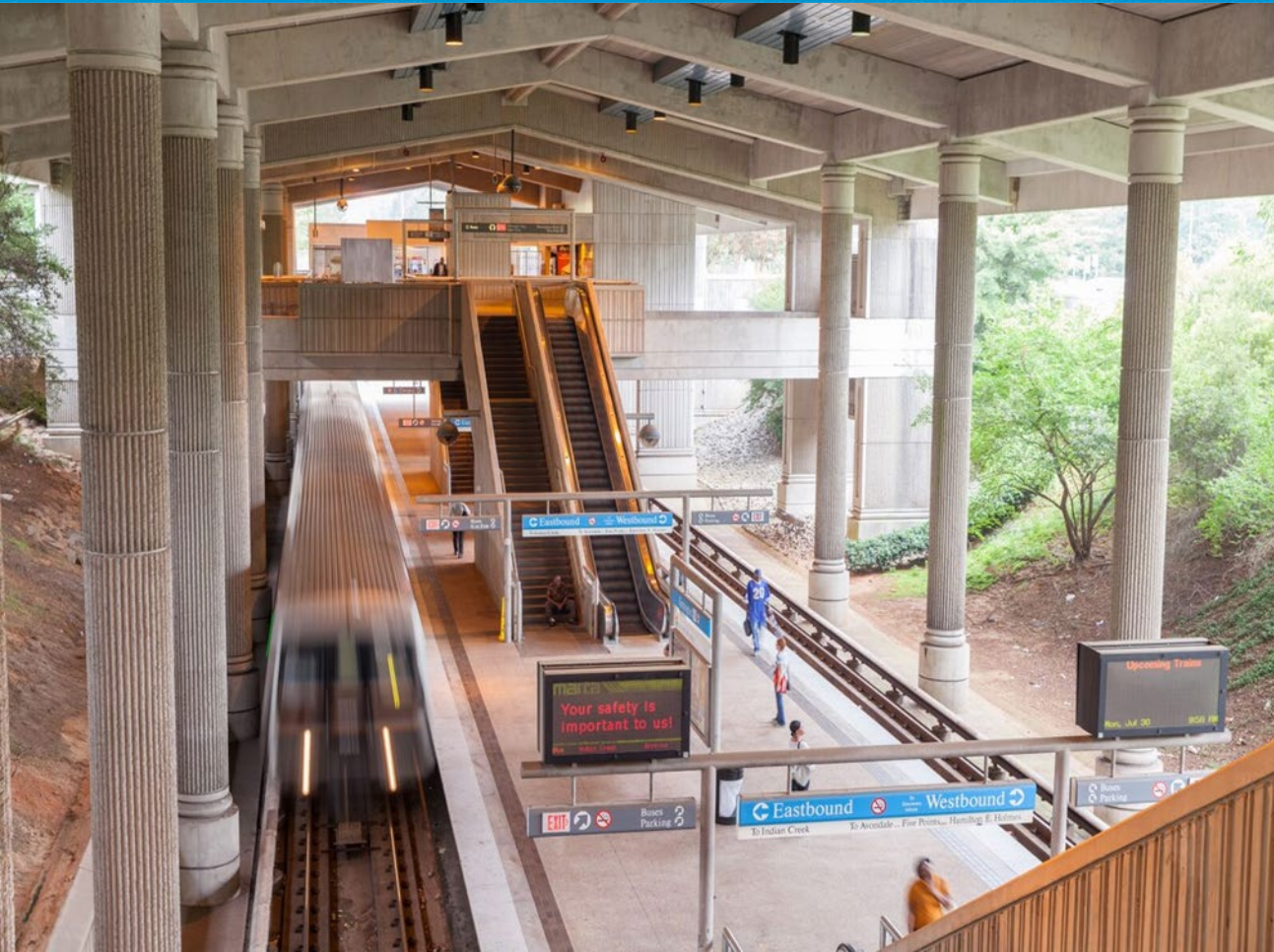
L44267 CONTRACT MODIFICATION

Resolution Authorizing a Modification In Contractual Authorization For Professional Services For Payment And Booking System For Art In Transit Vendors



Thank You





Resolution to Adopt the FY24 Bus, Rail & Mobility Service Standards

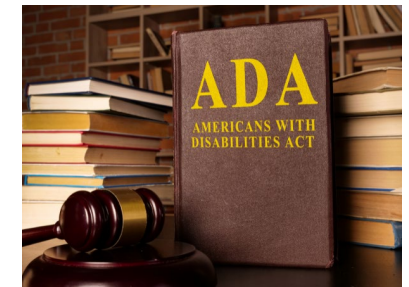
Planning & Capital Programs Committee

September 28, 2023

Derek R. Hull,
Director of Policy Planning

What is the Purpose of Service Standards Report?

1. Establishes criteria and processes to evaluate existing transit services and proposed changes to MARTA services;
2. Assumes more equitable and fiscally responsible approaches to maximize service effectiveness;
3. Ensures that MARTA provides transit services consistent with federal and state mandates;
4. Affords transit services for patrons with disabilities who may otherwise not be able to utilize MARTA's fixed-route system for travel needs.



Service Evaluation Guiding Principles

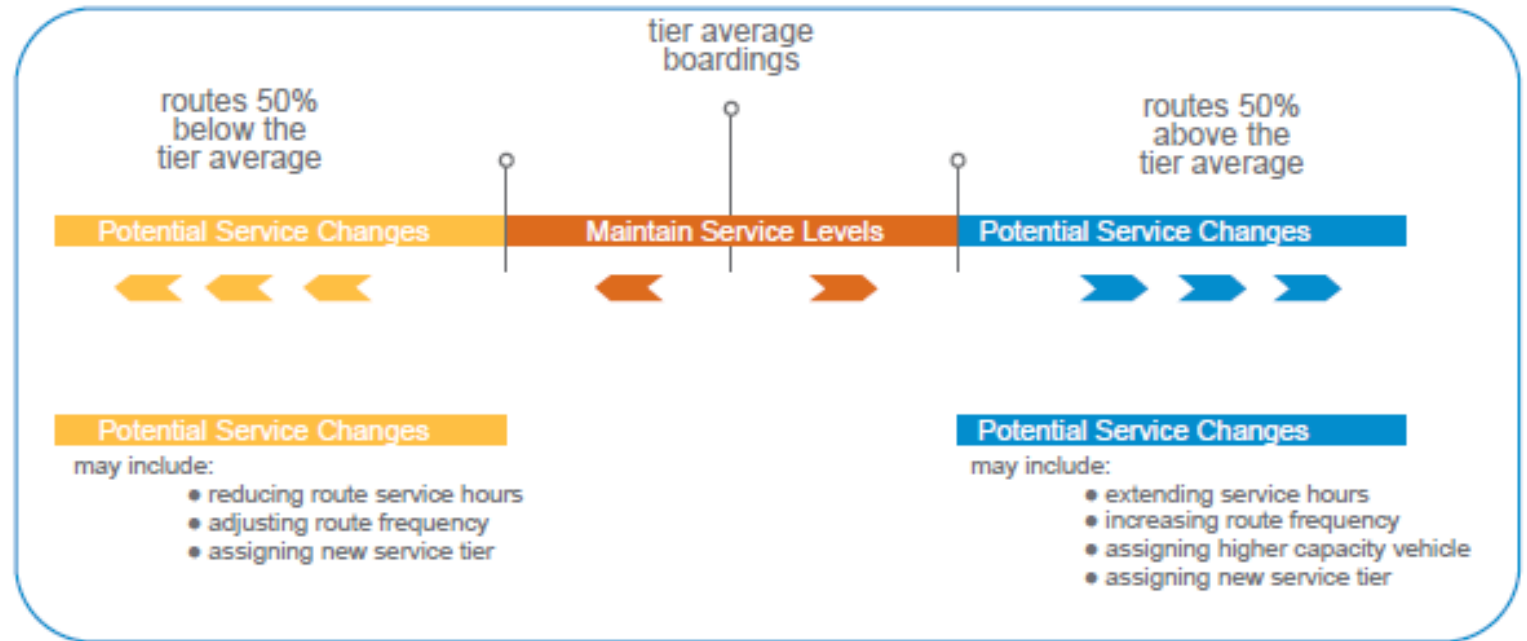
- Maximize ridership, service quality and effectiveness;
- Sustain equitable access to and connectivity across the service area;
- Minimize adverse impacts on ADA paratransit services;
- Manage transit resources and passenger amenities to enrich the transit experience;
- Maintain safety and security from origin to destination.



Service Standards Evaluation Process

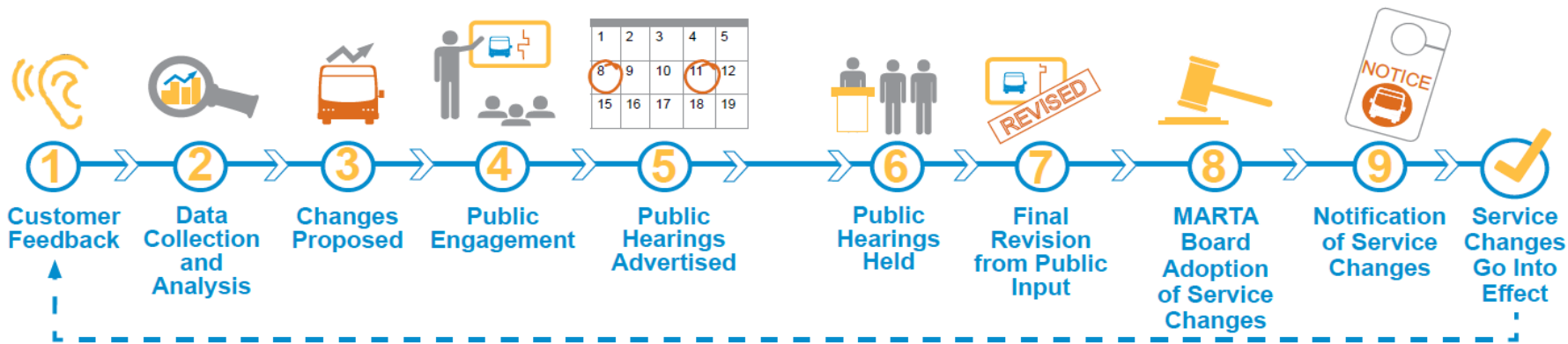
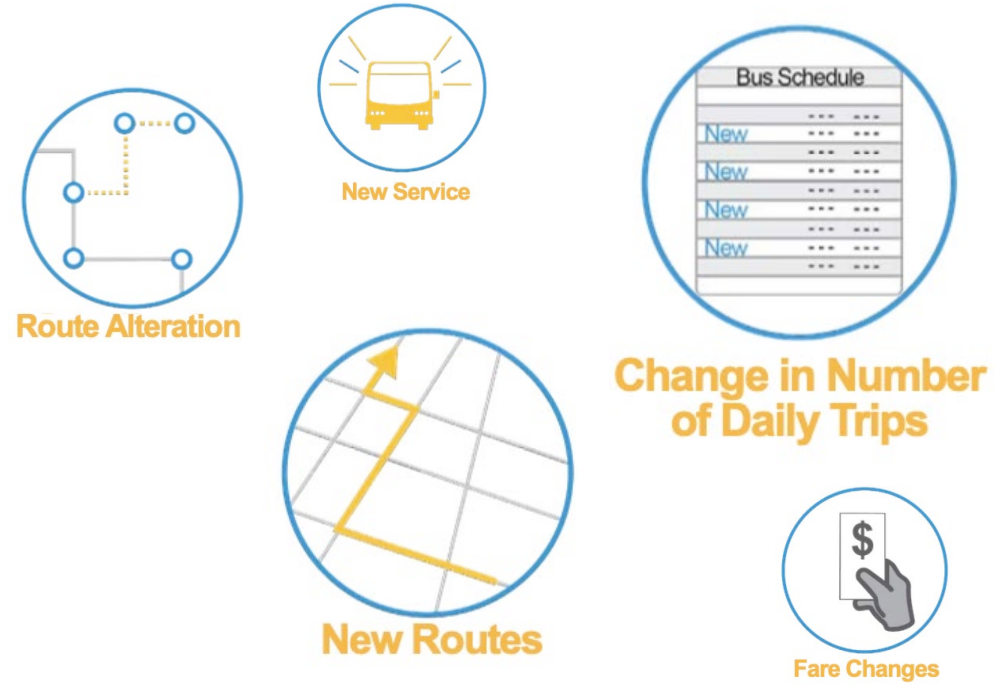
Routes are evaluated when:

- Route performance falls below the adopted service tier standard.
- Route performance is 50% above service tier average.



Public Hearing Requirements

- New Service Implementation
- Major Route Alterations
- > 25% Change in Daily Number of Trips
- Non-Emergency Discontinuation of Service
- Fare Changes



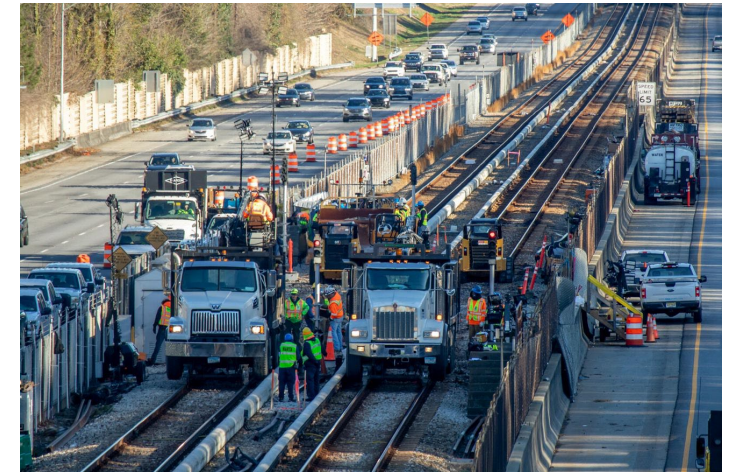
Discontinued Routes



Other Service Considerations

Prioritizing patron safety and security is MARTA's primary objective.




- Emergency Events
- Large Scale or Special Events and Detours
- Contracted Services





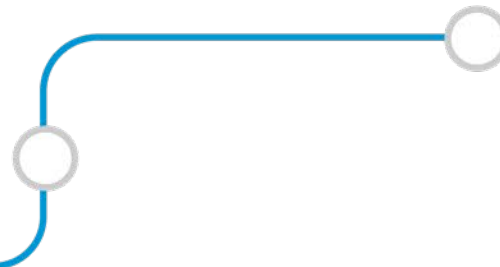
Changes to FY 2024 Service Standards Report

- Added a Coming Soon notation to Bus Rapid Transit and Arterial Rapid Transit to Service Standards Table
- Changed illustration to show “Heavy Rail: 12-minute peak service and 15-minute peak service

 Bus Rapid Transit	COMING SOON
 Arterial Rapid Transit	COMING SOON
 Heavy Rail	every 12 minutes every 15 minutes

Staff Recommendation

Adoption of the FY24 Bus, Rail & Mobility Service Standards



**SUMMERHILL BUS RAPID TRANSIT (BRT)
RESOLUTION TO ENTER
INTERGOVERNMENTAL AGREEMENT (IGA)
WITH THE CITY OF ATLANTA FOR THE
DEPARTMENT OF WATERSHED MANAGEMENT**

SEPTEMBER 28, 2023

IGA Highlights

Included Scope:

- Relocate multiple water mains along Hank Aaron Dr
- Relocate multiple fire hydrants along the alignment
- Install water valves, sewer manholes, and other appurtenances located within project limits

Budget:

Not to Exceed \$1,500,000

MARTA shall:

- Jointly approve work plans
- Be notified of changes to the approved plans
- Have the right to visit and inspect work during construction and notify DWM of discrepancies and potential problems
- Provide final inspection of work after completion



**Resolution to enter an
Intergovernmental Agreement (IGA) with
the City of Atlanta for the Department of
Watershed Management for the
Summerhill BRT Project**

Thank You





Resolution Authorizing the Award
of a Contract for the Automated
Fare Collection (AFC) System 2.0,
RFP P50189

September 28, 2023

Planning and Capital Programs Committee

Adam T. McGavock

What is AFC 2.0?

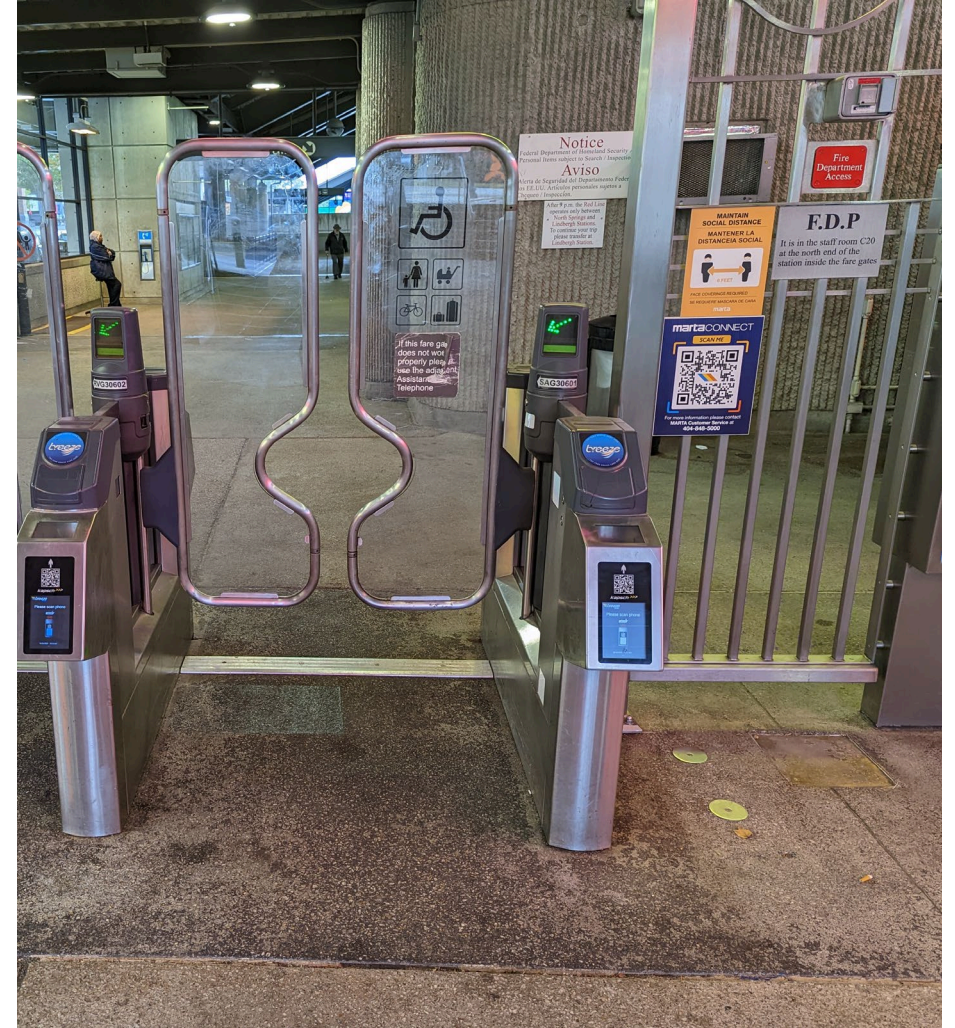
AFC 2.0 is the full replacement of MARTA's existing Breeze card and Breeze Mobile systems.

Through this project, MARTA will deliver:

a reliable, customer-focused fare collection system that is **easy to use**, and that **supports equity** and **regional mobility**.

AFC 2.0 Scope

- Replacement of all Breeze software and consolidation of other software, such as Breeze Mobile 2.0.
- Replacement of all Breeze hardware on revenue vehicles, stations and operating facilities/garages
- Implementation services, including testing, training, construction, and removal of old equipment.
- 5 Years of Software licensing, hardware and software maintenance, and support services, plus 5 optional years
- Provision for current and future Regional Partner agencies to buy equipment and participate in Breeze 2.0 system.



Procurement

- RFP P50189 released March 9, 2023
- Five responsive proposals received June 22, 2023
- MARTA, regional, and consultant staff reviewed proposals, submitted recommendations to SEC July 21, 2023
- SEC short-listed top two proponents July 23, 2023
- Oral Presentations held on August 8, 2023
- On August 23, 2023, SEC made final recommendation to award contract to Init



What Drove Our Selection?

- Init had the highest technical rating
- Init had the lowest-priced proposal
- Init has deployed similar solutions in the last five years in Portland, San Diego, Seattle, and Tampa
- Init has a demonstrated proficiency with integrating third-party solutions via APIs
- Their customers give them very high marks for innovation, responsiveness, and integrity



INIT Worldwide more than...

200,000 vehicles

1,100 customers

140 ticketing systems

130 ITCS/RTPI systems

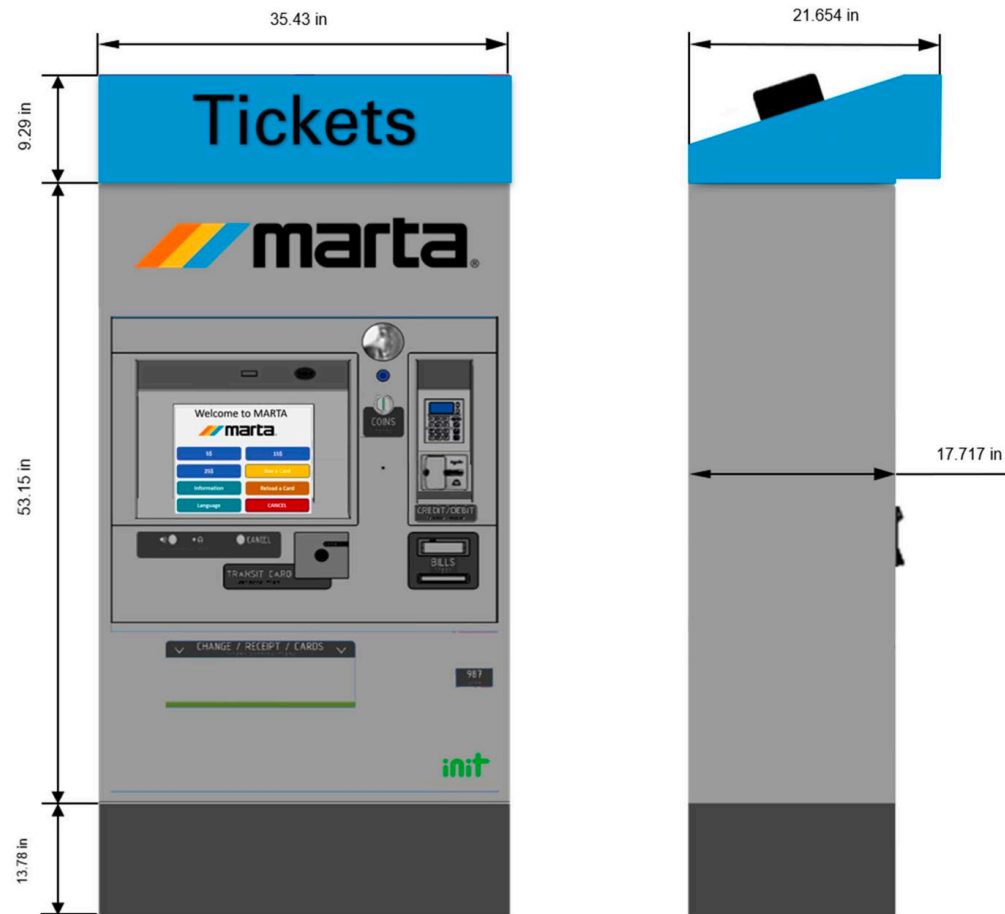
220 planning and personnel
assignment systems

40 years of experience

New faregates will be faster, and more reliable

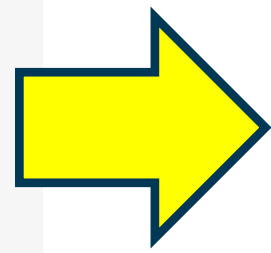


Ticket vending machines will be more user-friendly



- Touch Screen Interface
- Dispenses Full-featured smartcard and limited-use fare media
- Recycles bills and coins for change
- Accepts contactless credit card payments

New Fareboxes will provide a better customer experience



Open Payments will make it easier to ride



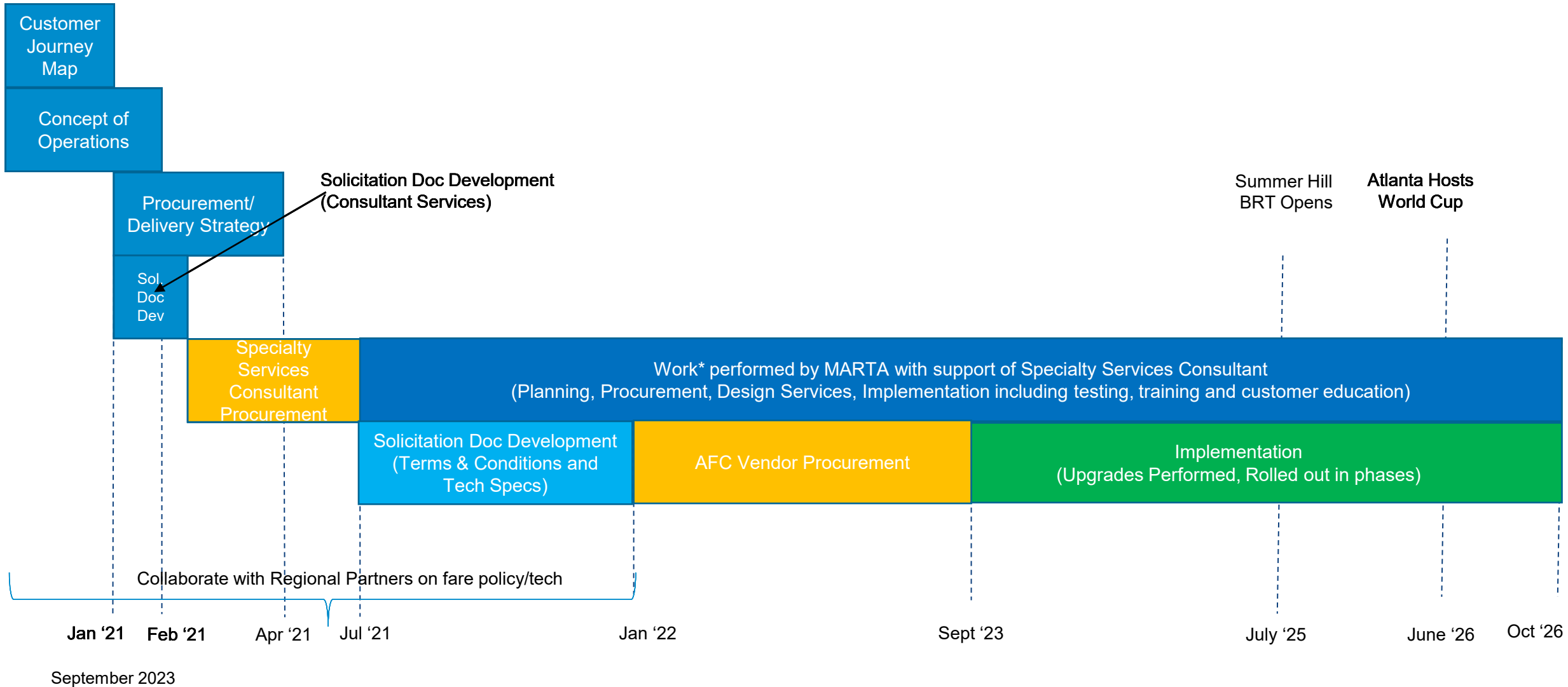
- New Breeze solution will accept contactless credit card payments at all faregates and fareboxes
- Customers will not be required to purchase and reload fare media in order to ride
- Reduces the barrier for entry and provides the shortest fare payment transaction.

Retail Network will make MARTA More Accessible

- Breeze customers will be able to purchase and reload cards at network of retail locations
- This will shorten the lines at ticket vending machines, and provide convenient cash-loading options for bus customers.



AFC Delivery Timeline



Board Resolution Request

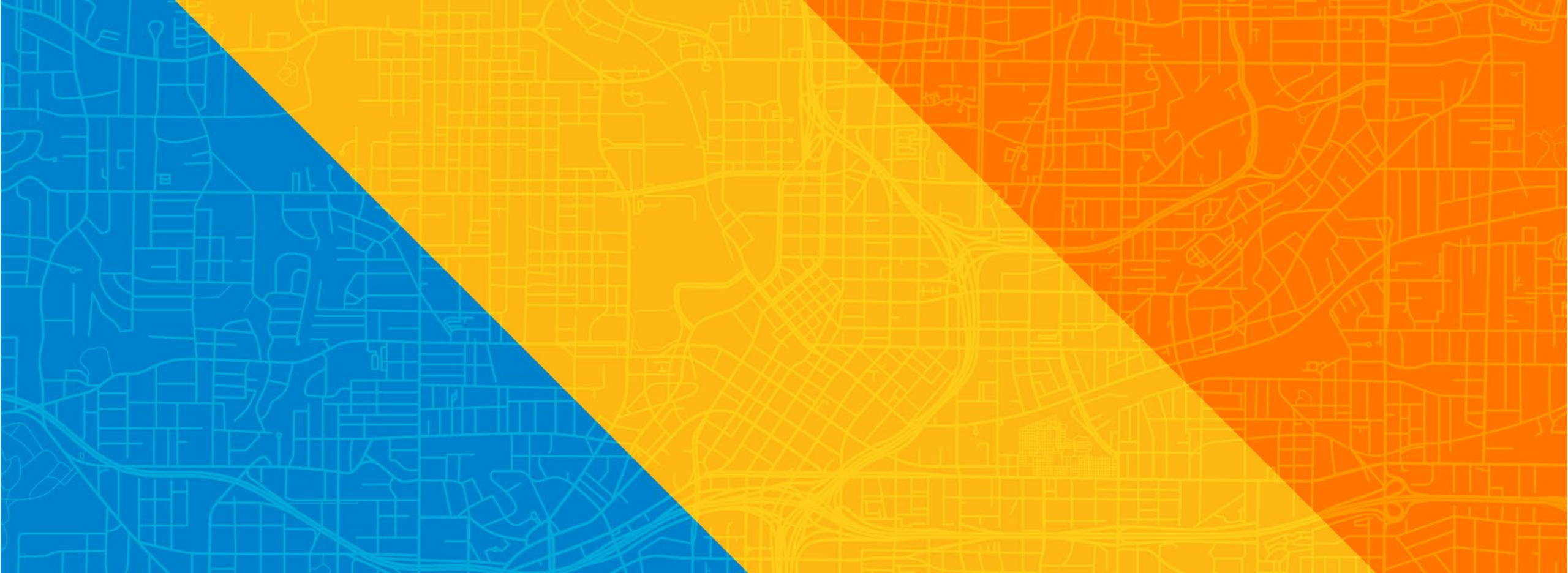
Requesting approval of the Resolution Authorizing the award of the Automated Fare Collection (AFC 2.0) contract to Init, Innovations in Transit, of Chesapeake, Virginia:

Base Term (1450 Days/3.9 Years)	\$118,800,096.50
Licensing, Maintenance, and Support (Years 1-5)	\$ 60,226,427.00
Licensing, Maintenance, and Support (Years 5-10)	\$ 66,041,984.00
Options 1-4	\$ 607,128.00
Total	\$245,675,635.50

Project has 26% DBE goal overall, 25% for construction activities.

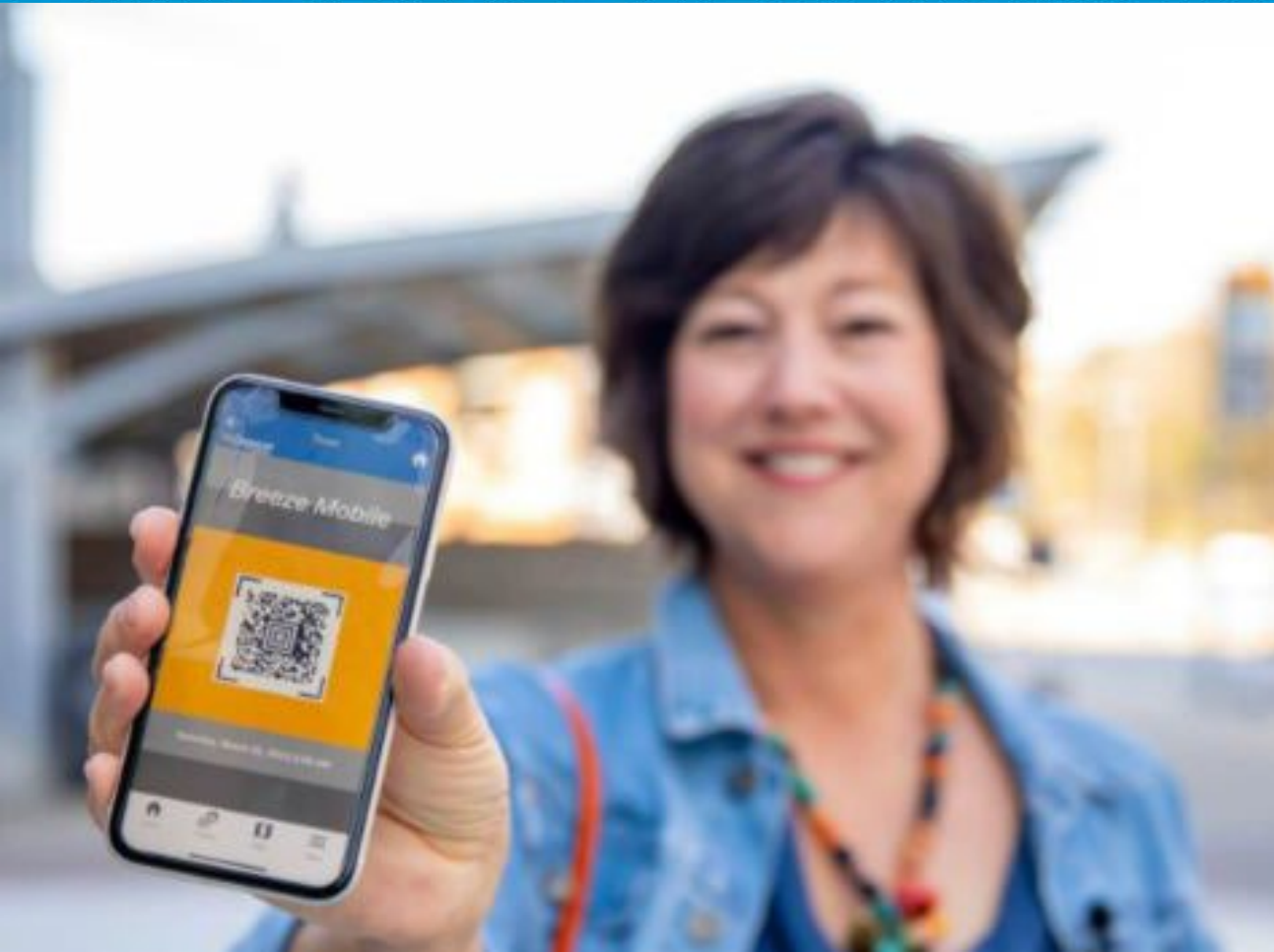
MARTA is seeking up to 80% federal reimbursement for eligible AFC 2.0 contract costs. The contract will also be supported by local capital funding.





Thank You





Breeze Mobile 2.0 Regional Expansion Briefing

September 28, 2023

**MARTA Planning & Capital
Programs Committee**

Charlie Jackson, Sr. Director of CX Innovation

Purpose

- Regional Expansion
- Breeze Mobile 2.0 Features
- Future Expansion, Enhancements

new breeze *faster, more flexible, more reliable!*
Mobile 2.0
Making MARTA easier, one scan at a time.



DOWNLOAD
today!



Available on
the App Store &
Google Play

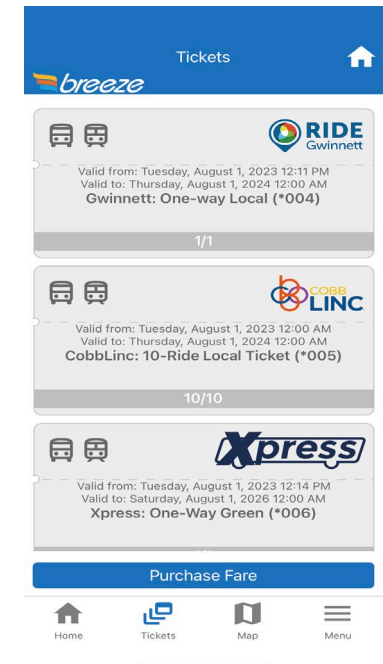
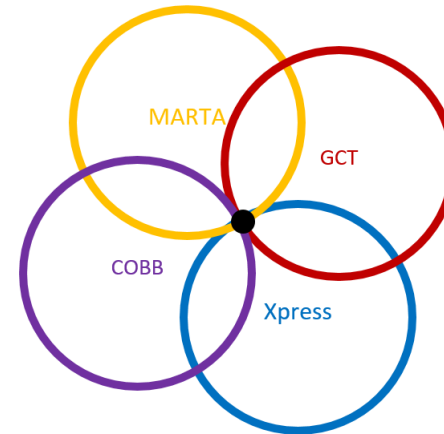


Breeze Mobile 1.0
will be discontinued
on June 1, 2023

Breeze Mobile 2.0 Regional Expansion

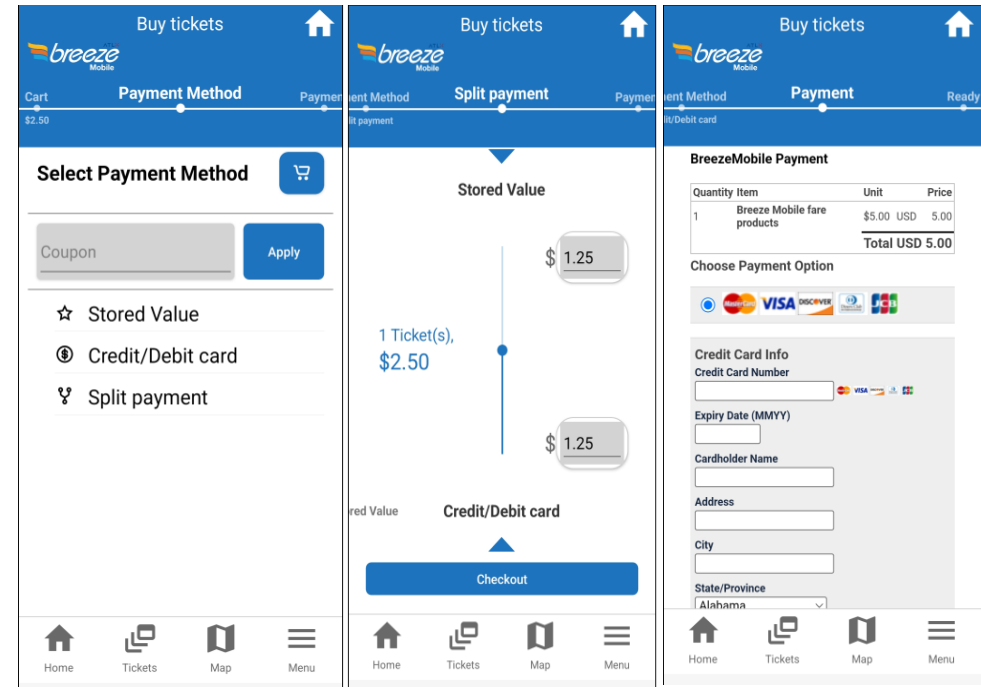
- Original Breeze Mobile app went live in September 2020
- Replaced by a new version, Breeze Mobile 2.0 (BM2) in April 2023
- Expanded use to regional partners Xpress and RideGwinnett (formally GCT) in September 2023
- CobbLinc will begin accepting BM2 in October 2023

“can we give MARTA flowers on this one? I’ve been impressed so far. Anyone else?” – posted online



Breeze Mobile 2.0 Features

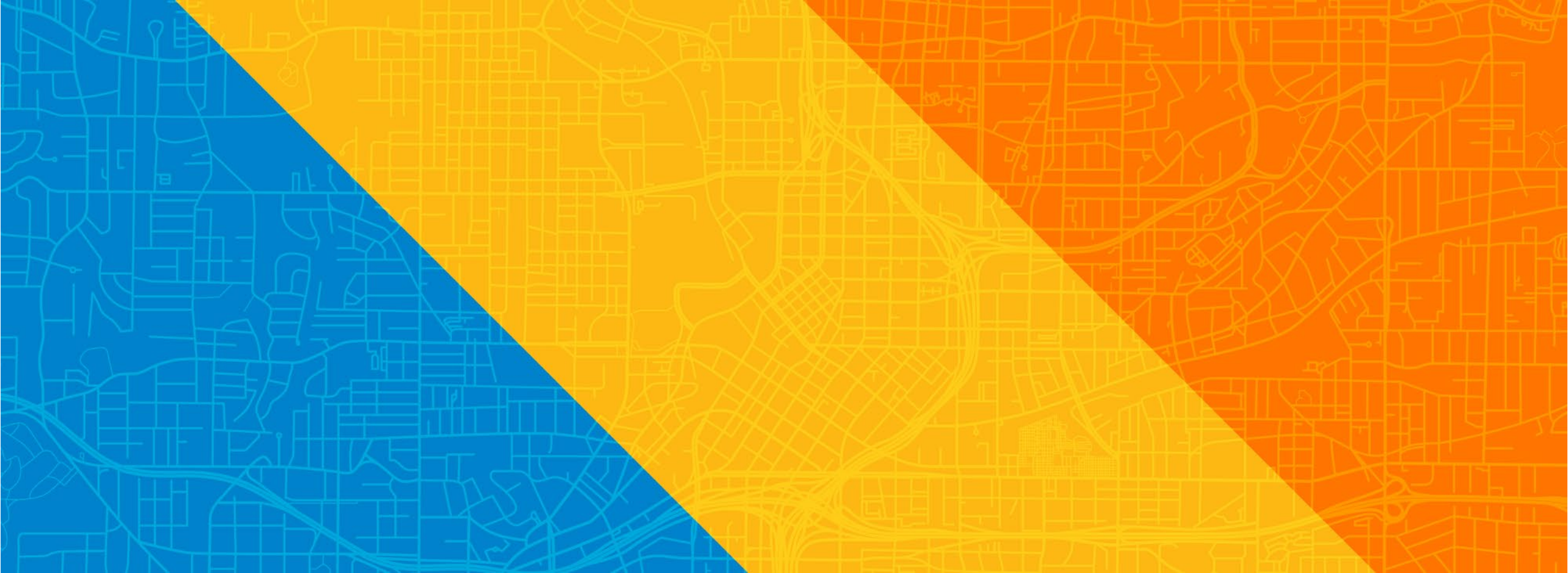
- Faster and easier to use via NFC tap or single-use QR code
- Purchase fare directly on the phone, including Apple and Google wallets.
- Pay-as-you-go
- Allows a rider to have multiple IDs associated with a single account and NFC-enabled devices, for example an Apple Watch
- Riders can load stored value into their account, allowing the app to work just like a Breeze card
- Regional support with transfers



What to Expect Next?

- Greater use of BM2 for more special events, such as GameDay and City of Atlanta employees
- Implementation for Employees, Mobility and Reduced fare customers
- Future integration of fares and Marta On-the-Go into a single mobile app
- Continued enhancements as we move towards AFC 2.0 which will also combine both Breeze and Breeze Mobile into a single account-based system





Thank You

