

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

August 4, 2016

The Board of Directors Planning & External Relations Committee met on August 4, 2016 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

Robert F. Dallas
Jim Durrett
Noni Ellison-Southall, *Chair*
Jerry Griffin
Christopher Tomlinson

MARTA officials in attendance were: General Manager/CEO Keith T. Parker, AICP; Chief Financial Officer Gordon L. Hutchinson; Chief Administrative Officer LaShanda Dawkins (Acting); Chief Counsel Elizabeth O'Neill; AGMs, Wanda Dunham, Ming Hsi, Ryland McClendon and David Springstead; Executive Director Ferdinand Risco; Sr. Directors Rhonda Briggins, Joseph Erves and Donald Williams; Director Carol Smith; Managers Jacquelyn Bentley, Alisa Jackson and Denise Walker; Executive Manager to the Board Rebbie Ellisor-Taylor; Manager, Executive Office Administration Tyrene L. Huff. Others in attendance Davis Allen, Rhonda Allen, Jolando Crane, Nicholas Gowens, Negesha Stone-Boyd, Glen Waters and Rhonda White.

Also in attendance were Pam Alexander of LTK Engineering; Jack Buckingham of MATC; James Hutchinson.

Consent Agenda

- a) Approval of the July 14, 2016 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Griffin seconded by Mr. Dallas, the Consent Agenda was unanimously approved by a vote of 4 to 0, with 4 members present.

Individual Agenda

Briefing - MARTA Sales Tax Project List

Mr. Williams briefed the Committee on the list of potential projects for funding consideration by the upcoming MARTA Sales Tax Referendum on November 8 and next steps in the process.

Project List Update

- Approved by Board on May 11
- Public hearings (City of Atlanta) held in May and June
- City Council approved pursuing Fall 2016 Referendum on June 20
- MARTA sent final project list to City of Atlanta by July 31 deadline

City of Atlanta Guiding Principles

- Balance the portfolio of transit projects serving short term, medium term and long term goals, using multiple modes of transportation
- Increase mobility for workers to and from major job centers
- Enhance predictability of commuter times by utilizing dedicated lanes, HOT lanes and other technology
- Create layered, integrated transportation network to accomplish specific types of trips
- Prioritize investments inside the City while laying foundation which will ultimately be integrated into regional transit networks
- Partner with neighboring jurisdictions to leverage transit projects
- Create last mile connectivity using circulating buses, multiuse paths and sidewalks
- Enhance ease of use and transfers within the network of transit options
- Enhance safety and access to transit centers and MARTA stations

Potential High Capacity Improvements

- City of Atlanta Light Rail Transit
 - Atlanta BeltLine Loop

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- Irwin - Atlanta University Center (AUC) Line
- Downtown - Capitol Ave Line
- Crosstown Midtown Line
- Crosstown Crescent Line
- Peachtree – Ft. McPherson - Barge Rd. Line
- "S" Concept - Murphy Crossing – Armour Yard via AUC and Eastside Trail
- I-20 West Heavy Rail Transit
- Northside Drive Bus Rapid Transit (BRT)
- Multi-Jurisdictional Projects
 - Clifton Light Rail Transit
 - I-20 East Bus Rapid Transit
- Station enhancements at City of Atlanta rail stations
 - Station rehabilitation
 - Aesthetics/maintenance
 - Signage/wayfinding
 - Pedestrian/bicycle/ADA
- Capacity Improvements
 - Infill (new) stations
 - Armour
 - Boone
 - Hulsey/Krog St.
 - Mechanicsville
 - Murphy Crossing
- Additional railcars
 - Blue/Green capacity improvements

Potential Bus Service Improvements

- Five (5) Arterial Rapid Transit (ART) Routes
 - Campbellton - Greenbriar Mall to Oakland City

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- Cascade - Fulton Industrial Blvd to West End
- Cleveland - Jonesboro Rd and Browns Mill Rd. to East Point
- Metropolitan - West End to College Park
- Peachtree - Brookhaven to Five Points
- Two (2) Transit Centers
 - Greenbriar - Greenbriar Mall
 - Moores Mill - Bolton Rd and Marietta Blvd
- Frequent Local Service
 - 15-minute peak; 30-minute off-peak service on Routes 12, 49, 51, 55 and 60
- Supporting Local Service
 - Increased service during off-peak to include midday, nights and weekends on selected routes
- Community Circulator Service
 - New neighborhood-friendly and activity center-oriented circulator routes
 - Specific community circulator routes to be determined as demand warrants

Survey Results

- Four (4) community meetings
- May 25, May 26, June 1 and June 2
- Response range: 1-5 *not important at all – very important*
- Question: How important is it to you to fund the following transit projects?
 - Increase frequency of existing bus routes
 - Score - 4.5
 - Percentage - 60%
 - Expansion of Atlanta Streetcar light rail, including the Atlanta BeltLine loop
 - Score - 4.4
 - Percentage - 70%
 - Introduce new bus routes and community circulator service

- Score - 4.1
- Percentage - 33%
- Introduction of BRT on Northside Dr. and Metropolitan Pkwy
 - Score - 3.9
 - Percentage - 28%
- Extension of heavy rail west from HE Holmes Station to I-285
 - Score - 3.4
 - Percentage - 24%

Potential MARTA Program Summary (Base Year \$ in Millions)

- High Capacity Improvements
 - Estimated Capital Cost
 - Local Share - \$3,237
 - Federal Share - \$2,993
 - Total - \$6,230
 - Estimated Operating & Maintenance (O&M) Cost
 - Annual O&M Cost - \$134
 - O&M Cost over 20 years - \$3,211
- Bus Service Improvements
 - Estimated Capital Cost
 - Local Share - \$65
 - Federal Share - N/A
 - Total - \$65
 - Estimated O&M Cost
 - Annual O&M Cost - \$35
 - O&M Cost over 20 years - \$833
- Pedestrian Improvements
 - Estimated Capital Cost
 - Local Share - \$12

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- Federal Share - N/A
 - Total - \$12
- Estimated O&M Cost
 - Annual O&M Cost - N/A
 - O&M Cost over 20 years - N/A
- Total Estimated Cost
 - Estimated Capital Cost
 - Local Share - \$3,314
 - Federal Share - \$2,993
 - Total - \$6,307
 - Estimated O&M Cost
 - Annual O&M Cost - \$169
 - O&M Cost over 20 years - \$4,044

Next Steps

- Public education campaign: August – October 2016
- Referendum vote: November 8, 2016
- Amendment to the RTCAA (with a positive MARTA referendum vote): November – December 2016

Mr. Dallas requested speaking points on the project list.

Mr. Parker said Mrs. O'Neill is preparing speaking points Board Members and Senior Staff.

Mr. Durrett requested a conceptual image of ART on Peachtree Road in Buckhead.

Mr. Griffin said a cheat sheet of the projects would be helpful.

Mr. Williams said staff will provide that.

Briefing - Media Monitoring

Ms. Jackson briefed the Committee on media relations activities during FY16 3rd and 4th Quarters.

Analysis of News Stories

- The analysis is based on data provided by MARTA's media monitoring service, Critical Mention, which analyzes the Authority's news coverage on the following:
 - Tone
 - Positive - Either entirely positive or very few negative or dissenting points
 - Negative - Either entirely negative or primarily negative
 - Neutral - Purely informational, general mention of MARTA, balanced
 - Subject Matter
 - Ad Equivalency, which indicates what media coverage would cost if the Authority had to pay for the advertising space

Subject Matter of MARTA Stories

- News themes included:
 - Service/Improvements: Rollout of Articulated bus and possible Electric Bus; Brady Facility Opening
 - Financial: Long-term Bonds Refunding and fiscal health
 - MARTA Expansion: November tax referendum, Johns Creek
 - State of Georgia "Go Transit" Award: \$30M AVIS grant
 - Transit Oriented Development (TOD): Brookhaven, Edgewood/Candler Park, Oakland City

Tone and Ad Equivalency

- News by Tone
 - Positive: 65%
 - Negative: 17%
 - Neutral: 18%

- Positive coverage attributed to:
 - MARTA Expansion/Legislative
 - TOD
 - Bond Refinancing
 - King Memorial Mural
 - MARTA Police Department (MPD) Belgium response
- Negative coverage attributed to:
 - Information Technology (IT) Audit
 - Service-related issues
 - Atlanta Streetcar
 - Mobility
 - Brookhaven, Oakland City
- Total Ad Equivalency
 - \$3.27M
 - Media monitoring system determines publicity value based on industry standard

Local/Trade Reach: Media Coverage

- American Public Transportation Association (APTA)
- Atlanta Journal Constitution (AJC)
- Atlanta Business Chronicle
- Progressive Railroading
- All News 106.7 FM
- WABE 90.1 FM
- WGCL-TV (Channel 46)
- WXIA-TV (Channel 11)
- WSB-TV (Channel 2)
- WAGA-TV (Channel 5)
- News 95.5/AM 750 WSB Radio

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- WVEE - V103 Radio
- Creative Loafing
- The Progress-Index
- Mass Transit Magazine
- Governing Magazine
- The Champion Newspaper
- Atlanta INtown Paper
- Georgia Public Broadcasting (GPB) News - National Public Radio (NPR)

Overview: Media Relations

- Provided support for external and internal communications programs, including "Dump the Pump" Scavenger Hunt, ZIP Car, King Memorial Mural, Modern Atlanta chair installation at Five Points and Lindbergh Center stations
- Worked with various departments to execute license agreements for motion pictures including "Baggage" and "Baby Driver"; an AT&T commercial; parking space rentals and the television show "Being Mary Jane"
- Provided media relations coaching and staffing to senior executives for print and broadcast interviews
- Produced theMARTAstop, a weekly/bi-weekly newsletter that showcases MARTA's employees and/or departments

Mr. Durrett asked about the negative coverage attributed to Oakland.

Ms. Jackson said the negative coverage stemmed from MARTA's decision to not move forward with TOD at the station.

Mr. Dallas commented that MARTA was featured in the American City & County magazine cover story this month.

Mr. Griffin asked if theMARTAstop can be sent to board members electronically.

Ms. Jackson said staff can provide that.

Briefing - Bus Modifications for December 10, 2016 Mark-up

Mrs. Crane briefed the Committee on the proposed modifications for routes: 2, 16, 33, 34, 47, 67, 102, 123, 165 and 191 and the scheduling of Public Hearings.

- The MARTA Act and MARTA Service Standards require public input and consideration before bus and rail modifications are approved by the Board for implementation
- The route modifications were developed based on input and feedback from passengers, operators and communities as well as MARTA's ongoing service monitoring and evaluation to identify and pursue opportunities to enhance service
- The modifications have been designed to: expand service, improve service reliability (On-Time Performance), enhance safety, minimize perceived adverse impacts on communities, improve operational efficiency and better tailor service to demand
- The Public Hearings will be conducted the week of September 19th, the Board will be briefed on the results at a committee meeting in September, and the Board will be asked to vote on the route modifications for implementation at the Board meeting in October

Recommendations for December 2016 Service Modifications

Route 2: Ponce de Leon/Decatur

- Implement Comprehensive Operations Analysis (COA) recommendation to realign service to East Lake station
- Discontinue underutilized segments
- Maintain integrity of Ponce De Leon Avenue service with one route

Route 16: Noble

- Extend to Lindbergh Center
- Improve rail connectivity with extension
- Improve schedule adherence
- Assume segments of Route 33-Briarcliff Road/Lenox

Route 33: Briarcliff Road/Lenox

- Discontinue route with productive segments assumed by modifications to Route 16: Noble and Route 47: I-85 Access Road/Briarwood Road

Route 34: 2nd Avenue/Gresham Road/Clifton Springs

- Realign service to operate via Oakview Road and East Lake Drive to maintain service within productive area of Route 123 discontinued segments

Route 47: I-85 Access Road/Briarwood Road

- Realign to assume segments of Route 33-Briarcliff Road/Lenox
- Discontinue underutilized segment

Route 67: West End/Dixie Hills

- Improve transit accessibility to Verbena Place neighborhood (Habitat for Humanity)

Route 102: Ponce de Leon Ave/Candler Park

- Assume segment along North Avenue between North Avenue Station and Boulevard currently served by Route 2

Route 123: North DeKalb Mall/Belvedere

- Extend service to East Lake Station
- Improve schedule adherence
- Streamline service and tailor to demand
- Discontinue underutilized segments

Route 165: Fairburn Road/Barge Road Park & Ride

- Implement weekday peak period short turn pattern between H.E. Holmes station and Cascade Road
- Improve schedule adherence and tailor service to demand

Route 191: Justice Center/SR 85-Riverdale Road/M H Jackson International Terminal

- Reinstate service along Flint River Road between Tara Blvd. and Taylor Road and along GA-138 between Taylor Road and S.R. 85

- Discontinue service along Taylor Road

Public Hearing Schedule

- When and Where: Three (3) Separate Locations
 - September 19, 2016 at Fulton County Government Center
 - September 21, 2016 at DeKalb County
 - September 22, 2016 at Clayton County Government
- Time:
 - 6 PM Community Exchange
 - 7 PM Hearing

Briefing - MARTA Community Outreach

Ms. Briggins briefed the Committee on the Office of External Affairs' current outreach efforts with focus on Public Hearings, MARTA Mobility, New Breeze Card distributions and community events

External Affairs Outreach Goal

- To inform and educate the community, elected officials and stakeholders about MARTA services, programs, and procedures
- Current areas of focus:
 - Public Hearings
 - MARTA Mobility
 - New Breeze Card Distribution
 - Community Events

Public Hearings

- FY17 Proposed Budget/August Service Modifications
 - Fulton County Government Center
 - Clayton County Government Office Board Room
 - DeKalb County Maloof Auditorium

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- Public Hearings are now pre-recorded in English and Spanish and posted to the MARTA website
- MARTA Website: 2,244 Views
- Social Media (Facebook, Instagram, and Twitter): approximately 5,000 views

Fare Policy Outreach

- Joint effort internally with Planning, Diversity & Inclusion and Research & Analysis
- Community Outreach: MAC Committee, in rail stations and in the community reaching 2500+
- Community Forums: City of Atlanta, Clayton and Fulton Counties
- Public Hearings: City of Atlanta, Clayton and Fulton Counties

MARTA Mobility Outreach

- In partnership with MV and MTM, the following Community Informational Sessions were held:
 - April
 - Center of the Visually Impaired (CVI)
 - May
 - Senior Wellness Fair
 - Helen Mills Senior Facility
 - MAC Committee Meeting
 - Clayton County Senior May Festival
 - United DeKalb County Senior Meeting
 - MARTA Headquarters
 - QLS Senior Residential Living Communities
 - June
 - Atlanta Center for the Visually Impaired
 - Lou Walker Senior Center
 - High Level Briefing for CVI Agencies
- Mobility outreach efforts will continue

New Breeze Card Distribution

- External Affairs is working diligently to distribute new Breeze cards
- Cards have been distributed at more than 95 meetings and events
- On-Site Registration was provided
- External Affairs partnered with Marketing to distribute during major events
 - Earth Day
 - Articulated Bus Launch
 - Jazz in the Stations
 - Zip Car Ribbon Cutting
 - Dump the Pump Scavenger Hunt
 - Community Events
 - Clayton County Spring Festival
 - Doing it BIG Community Festival (DeKalb Co)
 - Atlanta Streets Alive Festival
- Rail Station Distribution
- 2,006 cards distributed as of July 6, 2016

Community Events

- Armour Yard Tours
 - Paideia Girl Scout Troop
 - Exploring & Engineer Academy Boy Scout Troop
 - Cumberland Academy
- Community Meetings
 - College Park Community Coalition
 - Senator Tate Town Hall Legislative Wrap-up
 - Chamblee TOD Open House
 - CBC Atlanta Briefing
 - Brookhaven TOD Community Meeting
 - ARC Community Engagement Network Meeting

- Career Days at local schools

Other Matters

Mrs. McClendon announced the following events:

- DeKalb Commission Briefing on the COA
August 16th 9:00 -10:00 a.m.
Malooof Auditorium
- Edgewood/Candler Park TOD Groundbreaking
August 22nd 10:00 - 11:30 a.m.
Edgewood/Candler Park Rail Station

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:14 a.m.