

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

July 9, 2014

The Board of Directors Planning & External Relations Committee met on July 9, 2014 at 10:34 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.
Jim Durrett, *Chair*
Freda B. Hardage

MARTA officials in attendance were: General Manager/ CEO Keith T. Parker, AICP; Chief Operating Officer Rich Krisak; Chief of Staff Rukiya Eaddy; Chief Administrative Officer Edward L. Johnson; Chief Financial Officer Gordon Hutchinson; Chief Counsel Elizabeth O'Neill; AGMs LaShanda Dawkins (Interim), Wanda Dunham, Ming His and Ryland McClendon; Executive Director Ferdinand Risco; Sr. Director Joseph Erves, Bernard Guida and Donald Williams; Director John Bayalis; Managers Kelly Hayden and Beverly Williams; Executive Manager to the Board;; Rebbie Ellisor-Taylor; Manager, Executive Office Administration Tyrene L. Huff; Sr. Executive Administrator Brenda L. Williams; Finance Administrative Analyst Tracy Kincaid. Others in attendance Davis Allen, Frederick Askew, Johnathon Hunt, Leeshu Kennedy, Anthony Pines, Srinath Remala and Nicholas Waters.

Also in attendance Blaine Davis of Northside Hospital, Chuck Deeb of T.Y.L.M. International, Mike Myers of Georgia Tech.

Consent Agenda

Approval of the June 5, 2014 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Buckley seconded by Mrs. Hardage the minutes were unanimously approved by a vote of 3 to 0, 3 members present.

Individual Agenda

Resolution Authorizing the Rejection of all Proposals Received for the Procurement of MARTA's Mystery Customer Program (RFP P32261)

Mr. Risco presented this resolution for Board of Directors' approval authorizing the General Manager/CEO or his delegate to reject all proposals received for Request for Proposals Number P32261, MARTA's Mystery Customer Program and authorize additional funds for the current Mystery Customer Program RFQ Q29739 in the amount of \$70,500.00.

Mr. Durrett asked how long will the current contract be extended.

Mr. Risco said seven months. The extension and request for additional funds in the amount of \$70,500.00 will allow the Office of Contracts, Procurement & Material and the Office of Diversity & Equal Opportunity ample time to prepare RFP documents to re-solicit in an effort to increase competition.

On motion by Mr. Buckley seconded by Mrs. Hardage the minutes were unanimously approved by a vote of 3 to 0, 3 members present.

Briefing – Comprehensive Operations Analysis Update

Mr. Williams and Mr. Myers briefed the Committee on MARTA's Comprehensive Operations Analysis (COA) update.

Mobility Goals

- Provide reliable, on-time transportation service to those with mobility impairments unable to ride fixed route services
- Improve fixed route service alignments to reduce Mobility needs
- Utilize innovative services and service partners to meet fluctuations in demand and increase cost effectiveness
- Enhance regional mobility and last mile connectivity by coordinating with regional agencies and local jurisdictions to improve local accessibility

Data Sources & References

- Interviews with:
 - Mobility staff at Brady Garage

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- Additional current and former MARTA staff
- Mobility ride-along
- ARC
- Software providers & other users
- MARTA Documents: KPMG study, MARTA Labor Agreement, Mobility Ridership Survey, Mobility Guide
- Case studies with Denver, Orlando
- FTA Data
- Industry research

Origin Destination Analysis: Consider Zone Revenue Structure

- Create Zone Structure to reduce ultra-long trips
- Base price for intra-zone trips or trips to adjacent zone
- Increased cost for trips to non-adjacent zone
- Allows base price access to all ITP locations

Functional Assessment Center

- Specialist assesses the physical and cognitive ability of riders to ride fixed-route bus and rail (recommended by KPMG Audit and multiple interviews)
- 3rd party functional assessment an option
- Could shift some Mobility riders to fixed route service via more thorough assessments
- Coordination with jurisdictions to address sidewalk and curb infrastructure to improve conditional eligibility

Labor & Software Issues and Considerations

- Review mobility labor agreement to reduce turnover and absenteeism
- Maximize Trapeze software capabilities
- Improve Trapeze/MARTA IT/Mobility relationships and access to training
- Install in-vehicle GPS displays to provide real-time traffic information to operators to avoid congestion

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Regional Coordination & Additional Services

- Regional eligibility application and sharing Functional Assessment Facility costs with other regional agencies
- Coordination with other regional paratransit providers to create more seamless regional transfers
- Common ground with local jurisdictions to improve curb/sidewalk infrastructure near bus stops
- Implement a voucher program with local taxi services (Denver RTD) to reduce Mobility demand and provide additional options

Next Steps

- Complete case studies
- Additional meeting with ARC to incorporate findings from most recent Paratransit Workshop
- Meet with Elderly & Disabled Access Advisory Committee (EDAAC)
- Finalize Mobility portion of COA report

Dump the Pump Event

Mrs. McClendon updated the Committee on MARTA's Dump the Pump Day activities and presented a video highlighting this year's Dump the Pump Dash Scavenger Hunt.

- On June 19, 2014, American Public Transportation Association (APTA), celebrated its 9th Annual National Dump the Pump Day
- Transit Systems across the country participate in National Dump the Pump Day by encouraging people to ride public transportation (instead of driving) to save money through various activities and promotions
- To commemorate Dump the Pump Day, MARTA held its 2nd Annual Dump the Pump Dash Scavenger Hunt on June 14, 2014
- Following clues left in MARTA stations, teams made their way around town deciphering riddles based on Atlanta's history
- Prizes, which included an iPad mini for 1st place, were sponsored by Cubic

Update on MAP-21

Mr. Bayalis briefed the Committee on the 2014 Transportation Funding Reauthorization.

Funding Comparisons

- **MAP-21 Reauthorization Act**
 - Origin: Senate Environment & Public Works Committee
 - Duration: 6 Years (FY 2015 - 2020)
 - Amount: \$261.4B total (\$43.6B avg/year)
 - Comparison to MAP-21 Investment Levels: Maintains current funding levels (plus inflation)
 - Amount Needed to Meet Funding Levels: \$16B additional needed per year (source is TBD)
- **GROW America Act**
 - Origin: Administration
 - Duration: 4 Years (FY 2015-2018)
 - Amount: \$302B total (\$75.5B avg/year)
 - Comparison to MAP-21 Investment Levels: 37% overall annual spending increase
 - Amount Needed to Meet Funding Levels: Spending levels supported through \$150 billion in one-time tax reform in 2015 (proposed)

GROW America Highlights

- "High Performing MPOs" receive 50% increase in STP and TAP funding
- Fixing and Accelerating Surface Transportation (FAST) program New Freight Discretionary and Formula Programs
- Emphasis on BRT through "Rapid Growth Area Transit"
- Significant changes to planning programs:
 - Consolidated TIPs for multiple MPOs within one MSA
 - Climate change assessments required for "transportation system resilience"

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Current Situation

- Current MAP-21 legislation expires in 83 days and the Highway Trust Fund will be depleted by August 2014
- A temporary extension through the end of the year in the amount of \$9B is likely to be agreed upon but negotiations continue in the Senate Finance Committee
- As for a long term agreement; the Administration's plan (GROW America) is unlikely to gain traction in the House because of its cost
- Regardless, the funding question in general has created dueling proposals including raising the Federal Gas Tax (+\$.06/gallon/year for the next two years), eliminating Saturday postal service and eliminating Federal transportation funding all together

Other Matters

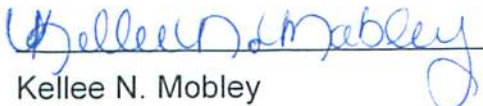
Mrs. McClendon announced the following upcoming events:

- Connect 400 Meetings:
 - July 10, 6:30 p.m. – Georgia State University Alpharetta Center
 - July 17, 6:30 p.m. – Hampton Inn Atlanta/Perimeter Center
- COMTO Annual Meeting & Training Conference
July 12-15 – Marriott Marquis Hotel Atlanta
- Welcome Reception hosted by COMTO Atlanta Chapter and MARTA
July 13 – World of Coca Cola
- Multi-Agency Exchange (MAX) Program
July 14-18 – MARTA Headquarters

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:23 a.m.

Respectfully submitted,



Kellee N. Mobley
Senior Executive Administrator to the Board