

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

May 3, 2018

The Board of Directors Planning & External Relations Committee met on May 3, 2018 at 10:31am in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert F. Dallas
William Floyd
Jerry Griffin
Freda B. Hardage
Alicia M. Ivey
Russell McMurry, P.E.*
John Algernon (Al) Pond
Christopher S. Tomlinson*

MARTA officials in attendance were: General Manager/ CEO Jeffery A. Parker; DGM Robert A Troup; C-Suite Team Members – Chief Financial Officer Gordon L. Hutchinson, Chief Operating Officer Richard A. Krisak, Chief Counsel Elizabeth O'Neill, Chief Marketing and Communications Officer Goldie Taylor and Chief of Staff Rukiya S. Thomas; AGM's LaShanda Dawkins, Wanda Dunham, Torrey Kirby (Acting), Benjamin Limmer, David Springstead and Emil Tzanov; Chief Information Officer Dean Mallis; Executive Director Shelton Goode; Senior Directors Donna DeJesus (Acting), Stephany Fisher (Acting), Donald Williams, George Wright, Jennifer Jinadu-Wright and Thomas Young (Acting); Directors Robert Goodwin, Jonathan Hunt and Paula Nash; Managers Davis Allen, John Cochran and Ryland McClendon; Manager Executive Office Administration Tyrene Huff; Executive Administrator Ashanti Boothe; Executive Administrator Kenya Hammond (Acting). Others in attendance Adrien Carter, Amar Gannarapu, Abebe Girmay, Courtne Middlebrooks, Terry Ponder, Tonya Saxon and Glen Waters.

Also in attendance H.E. Dzackwan of Economic Decision Group; Helen McSwain of MATC/Rodhadfox; Richard Simonetta of Burns Engineering; Sherry B. Williams of Georgia Stand Up.

Consent Agenda

- a) Approval of the April 12, 2018 Planning & External Relations Committee Meeting Minutes

*Christopher Tomlinson is Executive Director of Georgia Regional Transportation Authority (GRTA); Russell R. McMurry, P.E. is GDOT Commissioner and are therefore non-voting members of the MARTA Board of Directors.

On motion by Mr. Pond seconded by Ms. Ivey, the Consent Agenda was approved by a vote of 4 to 0 with 4 members present.

Individual Agenda

Briefing – FY 2018 Mid-Year Ridership Review

Mr. Goodwin presented an update on the FY Mid-Year Ridership.

FY 2018 Mid-Year Ridership

FY18 Ridership July - December

- Ridership has decreased by 3.1%
- Rail 33.6M
- Bus 28.4M
- Mobility 0.35K

FY18 Ridership vs FY17 Ridership & Projection by Month

- Ridership is 6% below the forecast
- Ridership forecast is used to develop revenue budget
- Hurricane Irma impacted ridership (September 2017)
- Snow storm impacted ridership (December 2017)

Factors Impacting Ridership

- Erosion of time competitiveness (traffic congestion)
- Trip Time (on-time performance)
- Reduce fare needed customers (increased use of Uber, Lyft)
- Erosion of cost competitiveness (increased auto purchases)

Mr. Floyd commented that ridership could be affected by the political environment and gas prices. He said there are mainly two types who ride MARTA- to work and to events. He asked can MARTA measure and track the impressions of customers of what their experience was like and what will they expect for the future of public transportation.

Mr. Goodwin said that MARTA has resources including the ability to survey patrons' perceptions.

Planning & External Relations

05/03/18

Page 3

Ms. Ivey commented that riders and non-riders are not aware of the amenities that MARTA offers. Placing emphasis on marketing can show passengers that riding MARTA can be a chic and savory experience that can save time and money. MARTA is a business and in any business, marketing is essential.

Mr. Griffin referenced the rail and bus chart on slide 4 and asked is there a difference if one was to look at buses versus rail.

Mr. Goodwin said the majority of ridership utilizes rail and bus.

Mr. Griffin asked has MARTA researched the bus transferring issues at Clayton County Transit Stations?

Mr. Williams said as part of MARTA's Bus Stop and Amenity Programs, MARTA is currently installing bus shelters and Transit Centers that will connect multiple bus locations.

Mr. Griffin asked what is a Transit Center?

Mr. Williams said a Transit Center is a structure that will provide shelter to MARTA customers to get out of the elements.

Briefing – Proposed Service Modification for August 2018

Mr. Williams presented an update on Proposed Service Modification for August 2018.

Background and Overview

Service modifications occur three times per year

- April
- August
- December

Strategic focus is to implement the Comprehensive Operations Analysis (COA) framework of service as adopted in 2016.

Key Objectives

- Operational and Safety Requirements

- Service Efficiency and Effectiveness
- Community and Stakeholder Input

Proposed Modifications – August 2018

Proposed Modified 20 routes within City of Atlanta and DeKalb County

East Atlanta / South Dekalb (9 Routes: 9, 15, 21, 32, 49, 74, 107, 195, & 832)

- Implements City of Atlanta recommendations and More MARTA
- Serves Grant Park and Summerhill with smaller Community Circulatory buses
- Streamlines services on major arterials
- Serves Grant Park and Summerhill with smaller Community Circulator buses
- Manages capacity constraints at rail stations

Northeast Atlanta / Emory (6 Routes: 6, 16, 27, 36, 809, & 899)

- Implements City of Atlanta recommendations
- Streamlines service on major arterials
- Realigns service to replicate Clifton Corridor alignment
- Eliminates underutilized service segments
- Provides new service to high-density growth in Armour and Old Fourth Ward communities
- Designates smaller buses where turn movements are constrained

Brookhaven / Northlake (5 Routes: 25, 30, 110, 133, & 825)

- Implements City of Atlanta recommendations
- Applies higher frequency service to higher
- Minimizes service duplication and eliminates underutilized service segments
- Manages capacity constraints at rail stations
- Designates smaller buses where turn movements are constrained
- Improves network connectivity

Atlanta Streetcar

MARTA is working with City of Atlanta on plans to integrate the Streetcar effective July 1, 2018.

Planning & External Relations

05/03/18

Page 5

Estimated Impacts – August 2018

- Annual Hours + Annual Miles = an estimated cost of \$376,264
- Net increase attributed to frequency improvements within the City of Atlanta as part More MARTA initiative

Public Hearings

- Monday, May 14, 2018 Clayton County Board Room; 112 Smith Street, Jonesboro, GA 30236
- Tuesday, May 15, 2018, Fulton County Government Center: 141 Pryor Street, Atlanta, GA 30303
- Wednesday, May 16, 2018 DeKalb Maloof Auditorium; 1300 Commerce Drive, Decatur, GA 30303

Community Outreach

A robust community outreach is planned. MARTA will mail out information on meetings and what modifications are planned. Citizens will be able to go online if desired and provide input.

Mr. Floyd asked what does streamline MARTA service mean?

Mr. Williams said MARTA wants to provide direct service and alleviate going through local neighborhoods.

Mr. Floyd asked if MARTA could change bus routes quickly.

Mr. Williams said MARTA can do a “dry run” to see what a route looks like, but due to the MARTA ACT and FTA requirements, public hearings must be held prior to bus route changes.

Ms. Ivey thanked Mr. Williams for doing a great job at the Public Hearings. She said at eh last Hearing she chaired, riders expressed concern about being able to give comments. She asked if there are any additional communication notices other than mailings to announce Public Hearings.

Mr. Williams said MARTA is conducting seat drops, reaching out to Senior Citizen Centers, neighborhood associations and getting input from customers and residents for feedback. Then MARTA will make the changes.

Ms. Ivey said anytime she chairs a Hearing, she would like to tell the public what MARTA is doing about Outreach.

Mr. Williams said MARTA can create an Outreach handout to provide to the public. Commissioner McMurry asked from the estimated impact slide of \$376,000 dollars, was the \$1M dollars from East Atlanta/ South Dekalb funded with More MARTA due to the routes being located in the city?

Mr. Williams said certain routes in Dekalb are low-performing routes. MARTA would like to address needs based on demands. MARTA will transfer the funds to different areas within Dekalb County that have a higher demand for service.

Commissioner McMurry asked if MARTA could correlate previous changes in routes to the decrease in ridership?

Mr. Williams said that MARTA tracks and analyzes the data to ensure that the change has the desired impact on ridership.

Mr. Parker said MARTA presented a high-level analysis of the changes in ridership and in the upcoming months staff will look at the changes in ridership at a micro-level.

Since a lot of data comes from social media daily, Mr. Floyd suggested asking Riders for their opinion.

Briefing – Rides to Wellness Initiatives Update

Mrs. Saxon presented an update on Rides to Wellness Initiatives.

Rides to Wellness

- MARTA applied for and was awarded a FTA grant in the amount of \$155,196.00

Issues and Concerns

- Increased missed healthcare appointment due to lack of transportation
- Lack of ability to afford transportation

Goals

- Develop and increase accessible transportation options for citizens to attend healthcare and non-emergency medical care appointments
- Expand collaborative efforts of MARTA and healthcare providers to improve the outcome of patients' ability to confidently use public transportation
- Engage the community to identify barriers for individuals that may be unable to use public transportation to access healthcare services

Planning & External Relations

05/03/18

Page 7

- Host a regional summit in June 2018 to explore the challenges and identify solutions to improve access for disadvantaged individuals.

MARTA has partnered with Atlanta Regional Commission (ARC) to empower participants to use public transportation for their healthcare appointments.

As a result of MARTA's partnership, MARTA has 219 patients participating in the Rides to Wellness Program.

Healthcare Partnership

- Grady
- Morehouse
- Mercy Care
- Choice ACO

Program Update

- Successful Charrette held at the Quality Living Service Center
- 200 attendees
- Discussed the Rides to Wellness Initiatives and conducted surveys
- Focus Group studies for City of Atlanta, DeKalb and Clayton Counties
- Focus Group studies will identify barriers that will keep patients from missing their appointments due to lack of transportation

Next Steps

- Hold a Summit on June 20, 2018 at Loudermilk Conference Center
- Bring together healthcare and transit providers to discuss how MARTA can influence the community health and identify areas of possible collaboration to reduce transportation barriers to healthcare appointments

Outcome

- Develop a sustainability plan for the Rides to Wellness Initiative
- Build relationships between healthcare and transportation providers while bringing awareness about Rides to Wellness

Mr. Dallas asked what is the difference between Rides to Wellness and MARTA Paired Transit Service?

Mrs. Saxon said Rides to Wellness is targeted toward qualified individuals who had missed appointments within the Grady Health System.

Planning & External Relations

05/03/18

Page 8

Mr. Parker followed up and said Rides to Wellness is aimed at transportation and the growing cost of missed appointments on the medical side.

Mrs. Hardage asked if MARTA will have the opportunity to add additional healthcare providers, as the Rides to Wellness Program grows.

Mrs. Saxon said Rides to Wellness ends July 30, 2018 and MARTA would need to re-apply for a new grant. A new grant may not be needed should MARTA develop a sustainability plan with healthcare providers.

Mr. Tomlinson asked are the 219 Rides to Wellness patients located within a particular region.

Mrs. Saxon said yes, the Rides to Wellness patients are located within MARTA's service areas.

Briefing – Airport Campaign

Mrs. Jinadu-Wright presented an update on Airport Campaign.

Hartsfield-Jackson International Airport is the world busiest airport with 100 million passengers a year. For a \$2.50 fare, MARTA delivers passengers right to the airport.

Best Transit to Airport

- A 2017 study by Milecards.com ranked Atlanta as having the best transit to airport in the nation based on price, speed, convenience and frequency.
- Atlanta's transit to the airport also ranked sixth best globally.
- At 16 minutes for MARTA from Downtown Atlanta instead of 23 minutes from driving, taking public transit was 30 percent faster than driving.
- A ridership study conducted by MARTA showed that over 60% of the participants would consider riding MARTA, especially if they knew it would take them directly to their desired destination.

Campaign Objectives

- Increase awareness of MARTA's direct airport connection
- Increase in the number of airport riders
- Promote MARTA as the low cost, convenient, stress free way to travel to/ from the airport.

Audiences

- Adults 18-64
- Frequent Flyers
- Business & pleasure travelers
- *Key Elements*
- Save Money
- Save time
- Convenience
- Stress Free

MARTA is seeking to push campaign videos throughout MARTA's channels and is currently working with Hartsfield Jackson International Airport to display the videos throughout the airport.

Mr. Tomlinson asked if MARTA has future plans to partner with local hotels to display MARTA Campaign videos.

Mrs. Jinadu-Wright indicated that MARTA will work with the hotels concierge to ensure that MARTA Campaign videos are displayed.

Mr. Dallas asked other than social media how will the MARTA ad campaigns be delivered to the target audiences.

Mrs. Jinadu-Wright said MARTA has several communication strategies to reach targeted audiences including airport advertising, speaking with customers in the airport baggage claim areas, radio, as well as digital ads.

Mr. Dallas asked if MARTA and Rideshare could intervene Uber and Lyft customers when customers access Uber and Lyft applications.

Mrs. Jinadu-Wright said MARTA is working on campaigns to present to Uber and Lyft.

Mrs. Hardage made an observation that some passengers are not willing to ride MARTA due to late evening travel. It would be beneficial if MARTA could provide security personnel on evening train departures. In doing so, MARTA would recognize the safety of passengers.

Mr. Griffin asked if MARTA could provide a detailed hotels listing or map inside MARTA terminals.

Planning & External Relations

05/03/18

Page 10

Mrs. Ivey asked if MARTA could offer Breeze Cards in airport retail locations to customers pre and post security screenings. She also asked will the MARTA Campaign Videos be integrated into Hartsfield-Jackson International Airport's website.

Mrs. Jinadu-Wright said MARTA is currently working with Hartsfield-Jackson International Airport to include MARTA's campaign videos.

Briefing – Media Impressions Quarterly Update

Mrs. Fisher presented an update on Media Impressions from January to March 2018. MARTA's Office of Communications and Media Relations monitors media coverage in

- Broadcast
- Print
- Online

MARTA Track

- Overall Impressions
- Audience
- Subject Matter
- Tone

Showcasing Strengths

- MARTA produced 22 press releases and media alerts
- Named Jeffrey A. Parker was named General Manager/CEO
- Added new buses and Mobility vans to fleet
- Announced free Wi-Fi on buses and trains

Monitoring our Progress

- Reached an audience of 14.98 million people
- MARTA was mentioned 4,343 times in articles, broadcasts and online
- 1,640 stories were tracked through media monitoring sites

Positive Impacts

- 7.9% Positive New Coverage (130 Total Positive Clips)
- 83.5 % Neutral New Coverage (1,00 Total Neutral Clips)
- 8.6% Negative New Coverage (141 Total Negative Clips)

Headline Highlights

- State of MARTA
- CFP National Championship
- Ashby Station mural
- New buses and Mobility vans
- Ice and snow hit city
- Atlanta Streetcar Transition

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:37am.