

MINUTES
MEETING OF THE BOARD OF DIRECTORS
PLANNING & EXTERNAL RELATIONS COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY
August 6, 2015

The Board of Directors Planning & External Relations Committee met on August 6, 2015 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

Roberta Abdul-Salaam
Robert F. Dallas
Jim Durrett
Noni Ellison-Southall, *Chair*
Freda B. Hardage
Christopher Tomlinson

MARTA officials in attendance were: Chief Operating Officer Richard A. Krisak; Chief Financial Officer Gordon L. Hutchinson; Chief Administrative Officer Edward L. Johnson; Chief Counsel Elizabeth O'Neill; AGMs, Robin Henry, Ming Hsi, Ryland McClendon and Donald Williams (Acting); Executive Director Ferdinand Risco; Director Lyle Harris; Managers Ed Bishop, Donna DeJesus, Kelly Hayden and Alisa Jackson; Manager of Executive Office Administration Tyrene L. Huff; Executive Manager to the Board Rebbie Ellisor-Taylor; Finance Administrative Analyst Tracy Kincaid. Others in attendance Davis Allen, Abebe Girmay, Nicholas Gowens, Saba Long, Terry Ponder and Srinath Remala.

Also in attendance Patrick Bradshaw of ARC; Jack Buckingham of MATC; Daniel White of Fulton County.

Consent Agenda

- a) Approval of the July 8, 2015 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mrs. Hardage the Consent Agenda was unanimously approved by a vote of 5 to 0, with 5 member present.

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Individual Agenda

Briefing – Customer Service Center – Summary FY 2015

Mr. Bishop briefed the Committee on the reports that were processed in MARTA's Customer Service Center (CSC) for FY 2015.

Customer Service Center

- The goal of the Customer Service Center is to take steps to improve the customer's experience by:
 - Receiving, processing, responding and tracking Customer Complaints, Suggestions and Commendations
 - Responding to immediate problems
 - Working with various offices to resolve reoccurring issues

Customer Complaint Process

- Customer contacts Customer Service Center (by phone, e-mail, letter, or walk-in)
- Customer's concern is entered into Complaint Resolution Software – H.E.A.T. (Helpdesk Expert Assistance Tool) – and a unique tracking number is assigned to the report
- Report is forwarded to Subject Matter Expert for investigation and corrective action
- Information is forwarded to Customer Service Center and customer is contacted and made aware of resolution

FY 2015 Summary of Activities

- 120,257 – Calls Received (471 – Average per Day)
- 17,998 – E-mails Received (71 – Average per Day)
- 13,693 – Breeze Cards Registered (54 – Average per Day)
- 21,211 – Reports Documented (84 – Average per Day)

Report Breakdown by Type

- Complaints – 42.1%
- Breeze Card Issues – 39.7%
- Requests – 9.8%
- Commendations – 7.4%
- Suggestions – 1.0%

Mr. Tomlinson asked if MARTA tracks average call wait time.

Mr. Bishop said Customer Service tracks two Key Performance Indicators (KPIs) – Call Wait Time and Call Abandonment Rate – both KPIs are consistently on target.

Mr. Johnson said the Customer Care Center does an excellent job of reporting which gives the Authority an opportunity to take decisive steps and to recognize employees.

Briefing – Media Monitoring

Ms. Jackson briefed the Committee on an overview of the Tone, Subject Matters and Ad Equivalency of the Authority's media coverage for the 3rd and 4th quarters of FY 2015.

Analysis of News Stories

*The analysis is based on data provided by MARTA's media monitoring service, Vocus

- 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
- Subject Matter – includes stories about:
 - Take MARTA
 - "Ride With Respect"
 - Service Improvements
- Ad Equivalency
 - What media coverage would cost if the Authority had to pay for advertising space

Subject Matter of MARTA Stories – news themes included:

- Transit and transportation infrastructure
- Clayton County service launch
- Take MARTA message
- Crime, service delays and accidents
- Ridership and revenue gains
- Transit-Oriented Development

Media Coverage – Tone and Ad Equivalency

- News by Tone
 - Positive: 45.84%
 - Negative: 3.55%
 - Neutral: 50.61%
- Total Ad Equivalency
 - \$4.54M
 - VOCUS determines publicity value based on an industry standard
- Positive and neutral coverage attributed to:
 - Transit and transportation infrastructure
 - Clayton County launch
 - Transit-Oriented Development
- Negative coverage attributed to:
 - Service related issues
 - Crime

National Reach – Media Coverage

- The Wall Street Journal
- The New York Times
- Governing
- Next City

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- CityLab
- Stories included:
 - Clayton County expansion
 - Success of Transit-Oriented Development program
 - Profiles on MARTA GM/CEO and the Authority's financial improvements

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 90.1FM
- WGCL-TV (Channel 46)
- WXIA-TV (Channel 11)
- WSB-TV (Channel 2)
- WAGA-TV (Channel 5)

Social Media – @CEOMARTA Highlights

- Monthly impressions average 27,000
- Average 117 mentions per month, more than three times per day
- Retweets are from a variety of sources, including Atlanta Regional Commission (ARC), Federal Transit Administration (FTA), elected officials, journalists, regional thought leaders and transit enthusiasts

Media Relations Recap of FY15

- Showcased as the primary subject or was mentioned in 14 AJC Op-Eds
- Mentioned or was the primary subject in 26 AJC Atlanta Forward Op-Eds
- Featured in more than 100 articles or news in Atlanta Business Chronicle

- Worked with MARTA Safety to educate media of system safety protocols (in response to WMATA smoke incident)
- Coordinated interviews with Hispanic media outlets, including radio and print
- Organized Clayton media ride-alongs regarding bus routes and public safety
- Began laying groundwork for the MARTA Army and S-E-A-T
- Provided support for external and internal activities including State of MARTA, Clayton County, Atlanta Streetcar, other expansion projects, sourcing, Comprehensive Operation Analysis and film requests
- Coordinated feature stories for the General Manager in Atlanta Magazine and Georgia Trend and Governing magazines
- Facilitated in excess of 24 articles on the agency's Transit-Oriented Development plans, including in the Wall Street Journal and CityLab
- Executed media briefings that continue to yield positive stories and mentions

Briefing – Bus Modifications for December 12, 2015 Mark Up

Mr. Hayden briefed the Committee on the proposed modifications for routes 4, 32, 143, 155, 192, 194 and 801, and the scheduling of Public Hearings to review proposed modifications with the public.

- 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 August 24, 2015 – following the public hearings, the Board will be briefed of the results in September 2015 and asked to vote on the route modifications for implementation at the October 2015 Board of Directors Meeting

Proposed Recommendations for December 2015 Service Modifications (Major)

- **Route 4: Thomasville/Moreland Avenue**
 - In an effort to streamline service this route will operate to the Metro Transition Center on Constitution Road
 - Route 4 will also operate on Swallow Circle, an area currently served by Route 155: Windsor Street/Lakewood Avenue and enable this route to improve its On-Time Performance (OTP)
- **Route 32: Bouldercrest**
 - In an effort to streamline service this service will no longer serve the Metro Transition Center on Constitution Rd but will be extended from Bouldercrest and Continental to south to Cedar Grove Rd. Service to the Metro Transition Center will be provided by the Route 4 from Moreland Ave.
- **Route 143: Windward Park & Ride**
 - To add additional service during the morning peak, the southbound Route 143 will exit GA-400 at Mansell Road picking up passengers at the Mansell Park & Ride and re-entering GA-400 to continue the trip south to North Springs Station
 - There will not be the same diversion in the afternoon
 - There will be no change to the frequency of service
- **Route 155: Windsor Street/Lakewood Avenue**
 - Due to OTP issues, this route is being shortened with the transfer of service on the Swallow Circle Loop to the Route 4
- **Route 192: Tara Blvd. (New Service)**
 - This new route will operate from the Jonesboro Justice Center via Tara Blvd. to Forest Parkway approximately every 60 minutes
- **Route 194: Mt. Zion/GA-42/East Point (New Service)**
 - This new route will operate from the Jonesboro Justice Center via Tara Blvd.; Mt. Zion Blvd.; GA-42 (Moreland Ave.); Conley Rd; Old Dixie Rd.; N. Central Ave.; Sylvan Rd.; Cleveland Ave. SW; Irene Kidd Pkwy. to East Point Station
- **Route 801: West Riverdale FLEX Service (New Service)**
 - This new route will start at the Riverdale Park & Ride and operate on demand in a zone bounded to the north by E. Fayetteville Rd.; to the west

by SR-314; to the south by the Fayette County line and to the east by the Riverdale Park & Ride

- Mobility:
 - Complementary ADA service will be implemented for all new and extended routes to comply with the Americans with Disabilities Act of 1990

Mrs. Abdul-Salaam asked if the West Riverdale FLEX service will operate by the recreation center.

Mr. Hayden said yes.

Mrs. Abdul-Salaam asked if any routes will service the mall.

Mr. Hayden said yes, Route 193.

Mr. Dallas asked how would someone get the airport from South Clayton.

Mr. Hayden said Route 191, which begins this Saturday, goes to the International Concourse. Those leaving from the domestic side would have to use other alternatives.

Mr. Dallas asked has there been any thoughts about putting bus service on the Domestic Concourse.

Mr. Hayden said airport officials have asked MARTA not to, primarily due to their concerns about congestion and delays.

Briefing – Office of Transit System Planning

Mr. Williams briefed the Committee on an overview of the Office of Transit System Planning (TSP).

Office of TSP Overview

- Two Planning Branches
 - Service Planning and Scheduling
 - Special Projects and Analysis
- What does the Office of TSP Do?
 - Direct MARTA's Transit Planning and Regional Coordination Initiatives

Roles and Responsibilities

- **Service Planning & Scheduling**
 - Day-to-Day Service Planning and Analysis
 - Scheduling of Bus and Rail Service
 - Scheduling of Manpower assignments
 - Service Modifications & Improvements
 - Creation of Public Timetables
 - Regional Coordination
- **Special Projects & Analysis**
 - Corridor Studies
 - Bus Stop Planning and Management
 - Schedule Printing and Distribution
 - Geographical Information Systems/Mapping
 - Regional Coordination

Service Planning & Scheduling – Work Program

- **Service Modifications (3x year)**
- **Annual Update of Service Standards**
- **Comprehensive Operational Analysis (COA)**
- **Layover Task Force**
- **Creation/Maintenance of Transit Development Plan**
- **Clayton County Expansion**

Special Projects & Analysis – Work Program

- **Long Range Planning**
- **Bus Stop Planning**
- **GIS Mapping**
- **Title VI Analysis**
- **Bus Stop Inventory**

- Route Profiles
- Regional Coordination

Long-Range Planning: Clifton Corridor

- 8.5 miles light rail
- 10-13 stations
- LPA adopted in April 2012
- Under Environmental Review

Long-Range Planning: I-20 East

- 12 miles heavy rail
- 12.8 miles BRT
- LPA adopted in April 2012
- Under Environmental Review

Long-Range Planning: Connect 400

- 11.9 mile alignment from North Springs Station to Windward Pkwy
- 5 potential stations
- LPA Adopted in 2014
- Technology: BRT or HRT
- Under Environmental Review

Mr. Dallas asked if BRT will let off at station level.

Mr. Williams said it has not been determined yet. The idea is to match up with the geometry of the facility.

Mr. Dallas said he hopes that attention is paid to safety when it comes to the placement of bus stops.

Mr. Williams said TSP works very closely with the Safety and the jurisdictions – safety is foremost taken into consideration.

Mr. Johnson said the Board will receive a briefing on the Annual Service Standards Update which will include more information on bus stop placement.

Other Matters

Mrs. McClendon announced the following events:

- Rollout of August mark-up begins Saturday, August 8th
- Public Hearings for the December 2015 Service Modifications
 - August 25 at Maloof Auditorium
 - Fulton and Clayton counties TBD
- DeKalb Jurisdictional Briefing – September 1st 9:00am
- Ridership Incentives: Trip Rewards Program will run August 15 – September 14
 - Staff will provide an update to the Board in September

Mrs. Abdul-Salaam asked about the progress of the Fresh MARTA Market at West End Station.

Mrs. McClendon said the market, which is open on Fridays from 2:00-6:00pm through October 30th, is going very well. MARTA has received lots of positive feedback as well as requests to do other locations.

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:27 a.m.