



PLANNING & EXTERNAL RELATIONS COMMITTEE MEETING

Metropolitan Atlanta Rapid Transit Authority

October 31, 2019

MEETING SUMMARY

The Board of Directors Planning & External Relations Committee met on October 31, 2019 at 9:35 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Jim Durrett
Roderick E. Edmond
Roderick A. Frierson
Jerry Griffin
Freda B. Hardage, **Chair**
Alicia M. Ivey
Russell McMurry, P.E.*
Rita A. Scott
Christopher S. Tomlinson*

1. Approval of the September 26, 2019 Planning and External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Ms. Ivey, the minutes were unanimously approved by a vote of 7 to 0, with 8* members present.

2. Briefing – ATL Regional Transit Plan Update

Mr. Tomlinson provided and update on the ATL's Regional Transit Plan.

ARTP Overview

- 195 Projects Submitted
- 79 Quadrant-Tiered Projects
- 10 of 10 ATL Transit Districts
- 192 Projects Reviewed
- 14 Project Sponsors
- 12 of 13 Counties

* 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.

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Transit Projects that Touch Each District

- District 1 (20 total projects)
- District 2 (68 total projects)
- District 3 (88 total projects)
- District 4 (10 total projects)
- District 5 (99 total projects)
- District 6 (54 total projects)
- District 7 (63 total projects)
- District 8 (59 total projects)
- District 9 (45 total projects)
- District 10 (34 total projects)

ARTP By the Numbers Submitted Projects

- State of Good Repair Projects (30)
- State of Good Repair (\$4.1B)
- Enhancement Projects (58)
- Enhancement (\$4.2B)
- Total Projects (192)
- Total (\$27B)
- Expansion Projects (104)
- Expansion (\$18.9B)

ATL Governing Principles for the Regional Transit Plan

- Economic Development/Land Use
- Environmental Sustainability
- Equity
- Innovation
- Mobility and Access
- Return on Investment

MARTA Submitted ARTP Projects Overview

- 100 Projects Presumed-Operator
- 61 Projects MARTA-Submitted
- 20 Tiered MARTA Projects
- 21 SRG Projects
- 21 Enhancement Projects
- 19 Expansion Projects
- 6 Q1: HI/LC Projects
- 13 Q2: HI/HC Projects
- 1 Q2: LI/LC Projects

3. Briefing – Results of Public Hearings on Service Modifications for December

Ms. Pines presented an update on the outreach and results of the public hearing for Service modifications for December 2019.

DeKalb County Proposed Routes

- Overcrowding
- Schedule Reliability
- Service Frequency
- On-Time Performance
- Customer Demand

Community Outreach

- Signage
 - Post & Railing Mounting Signage

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- Launched new signage display and color system pilot program
- Placed signs at various locations on the routes
- Signs designed to better alert and inform stakeholders of key events

In the News

- Media Outlets
 - Atlanta Journal Constitution
 - ACE III/Champion
 - Clayton Daily News
 - Crossroads & On Common Ground
 - Neighbor Newspapers
 - Mundo Hispanico/ Various multicultural media outlets
 - Social Media (Facebook, Twitter, etc.)

Notice Distribution

- Literature Drops
 - DeKalb County Library – Chamblee Branch
 - Mason Mill Recreation Center – Chamblee
 - Mason Mill Senior Center – Chamblee
 - North DeKalb Senior Center
 - DeKalb County Public Library – Decatur Branch
 - City of Decatur Recreation Center

Public Hearing Attendance

- September 16, 2019
 - Attendance (70)
 - Speakers (25)
 - Media (0)

4. Resolution Authorizing the Approval of Service Modifications for December 2019 on Routes 19, 123 and 823

On motion by Mr. Durrett seconded by Mr. Griffin, the resolution was approved by a vote of 7 to 1, with 10* members present.

Dr. Edmond voted no.

5. Briefing – Summerhill Bus Rapid Transit (BRT) Recommended Locally Preferred Alternative

Mrs. Alhadeff presented an overview to adopt the Locally Preferred Alternative (LPA), specifying the general alignment for the Summerhill Bus Rapid Transit (BRT).

6. Briefing – Quarterly Media Impressios

Ms. Forbes presented an overview of media coverage for the period covering July 1, 2019, through September 30, 2019.

7. Briefing – Digital Media Strategy

Mr. Shumaker presented the current Digital Media Strategy which tells the MARTA Story with creative content and to improve social media customer response.

8. Resolution Directing MARTA’s Legal Department to Work with Local Jurisdictions to Conform the Rapid Transit Contract and Assistance Agreement

On motion by Mr. Durrett seconded by Mr. Floyd, the resolution was unanimously approved by a vote of 7 to 0, with 10* members present.

Ms. Scott abstained.

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The meeting adjourned at 11:18 p.m.