

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

January 4, 2018

The Board of Directors Planning & External Relations Committee met on January 4, 2018 at 10:31 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
William "Bill" Floyd
Jerry Griffin (Chair)
Freda B. Hardage
Alicia M. Ivey
Russell McMurray*
John "Al" Pond
Christopher S. Tomlinson*

MARTA officials in attendance were: Interim General Manager/ CEO Elizabeth M. O'Neill; Deputy General Manager Robert Troup; C-Suite Team Members – Chief Counsel Jonathan Hunt (Interim), Chief Financial Officer Gordon L. Hutchinson, Chief Operating Officer Richard A. Krisak and Chief Communications Officer Goldie Taylor; AGMs LaShanda Dawkins, Joseph Dorsey (Acting), Torrey Kirby (Interim), Benjamin Limmer, Ryland McClendon, David Springstead and Emil Tzanov; Chief Information Officer Dean Mallis; Executive Director Shelton Goode; Senior Directors Rhonda Briggins, Stephany Fisher (Acting), Donald Williams and George Wright; Directors Rhonda Allen (Acting), Jennifer Jinadu-Wright and Patrick Minnucci; Managers John Cochran and Niki Hester; Manager Executive Office Administration Tyrene Huff; Sr. Executive Administration Debra Oliver, Sr. Executive Administrator Tonya Gantt (Contract). Others in attendance Teresa Arnold, Adrien Carter, Amar Gannarapu, Abebe Girmay, Niki Hester, Courtne Middlebrooks, LaTonya Pope, Christopher Silveira, Dionne Thompson, Toni Thornton and Columbus Ussery.

Also in attendance Harry Dzakwasi of Economic Decisions; Keith Parker of Clayton County; Brenda Harrison of Clayton County.

* 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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Consent Agenda

- a) Approval of the December 7, 2017 Planning & External Relations Committee Meeting Minutes

On motion by Mrs. Hardage seconded by Mr. Pond, the Consent Agenda was unanimously approved by a vote of 6 to 0, with 8* members present.

Individual Agenda

Briefing – Route Productivity and Ranking Process

Mr. Silveira presented this briefing.

Current route Productivity Assessment Process

- Performance Measures
 - Passengers per Hour
 - Passengers per Mile
 - Net Cost per Passenger
 - Farebox Recovery
- Issues
 - Correlations between variables too high
 - Rescales data with no common point of reference

Proposed Process – Core Service

Goals

- Increase route productivity
- Increase cost-effectiveness
- Optimize supply with demand

Performance Measures

- Passengers per hour – measures productivity
- Total costs per passenger – measures cost effectiveness
- Average load – measures utilization of capacity

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Proposed Process – Customer Experience

Goals

- Increase service reliability
- Enhance customer experience
- Address overcrowding conditions
- Address safety of environment

Performance Measures

- On-time performance – measures reliability
- QOS customer satisfaction - measures customer satisfaction
- Max load – measures customer comfort
- Safety data – measures customer safety

Key Findings

- Proposed process is mathematically sound
- Proposed process can be streamlined
- Proposed process can be enforced using the existing mechanisms, minimizing need for education of users
- Proposed output is easily interpreted by non-experts
- Core Service and Customer Experience evaluation results are independent of each other

Next Steps

- Amend Service Standards to replace current productivity assessment process with proposed process for core service in the tri-annual service modifications – Board resolution in February 2018
- Use Customer Experience Index to provide insight on areas for improvement in customer-facing issues and to prioritize internal investments – apply index to existing projects to monitor success of investments in customer experience improvement
- Complete comprehensive update of the Service Standards in Fall 2018

Mr. Pond complimented Mr. Silveira on a great job. He asked how did he arrive at an index of 1.52.

Mr. Silveira said the math behind each performance measure is to add the measures and divide by the total number of measures.

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Mr. Floyd asked what is the significant difference between passengers per mile and passengers per hours.

Mr. Silveira said they both measure performance but passengers per hour is chosen because passengers per mile penalizes any express route. Service that's running on a freeway is operating a lot of miles and does not have the opportunity to pick up passengers along the way. It is moving at a much faster pace than any of the other systems. Passenger per hour has a better way of balancing those routes with the rest of the system.

Mr. Floyd asked what is 'average load'.

Mr. Silveira said average load looks at how many passengers, how many seats you have on the bus; multiplied by the number of trips and taking the number of passengers boarding on that route and dividing by the number of seats. Basically, it answers the question: 'is the bus full?'

Mr. Griffin indicated that every train system that he's been on has been overcrowded. It seems a part of it. Is it normal?

Mr. Silveira said it means you are close to the right level of service.

Briefing – Proposed Bus Service Modifications April 14, 2018

Mr. Williams presented this briefing.

- Service modifications occur three times per year:
 - April
 - August
 - December
- The MARTA Act requires public input before major service modifications
- MARTA's Service Standards establishes performance measures that guide the planning, programming and distribution of services
- Strategic focus is to implement the Comprehensive Operations Analysis framework of service as adopted in 2016

Service changes are due to several factors:

- Operational and Safety Requirements – improve on-time performance, correct operational constraints, address overcrowding

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- Service Efficiency and Effectiveness – correct underperforming routes, promote good service design, improve connectivity
- Community and Stakeholder Input – respond to customer request, provide job and lifeline access, serve new growth areas

Key Objectives

- Address safety concerns
- Improve on-time performance and schedule adherence
- Tailor service to meet ridership volume/demand
- Streamline routes to improve travel time
- Simplify alternating trip patterns
- Implement recommendations from the COA
- Address community and rider input/requests where feasible
- Implement More MARTA initiative with improved service frequencies and span of hours

Community Outreach

- Email blast
- Pre-recorded video
- Community publications
- Station pop-ups
- Meet with communities adjacent to proposed route modifications
 - Senior centers
 - Neighborhood planning units
 - Businesses/associations
 - Transit advocacy groups
 - Human service agencies
 - LEP agencies
 - Social/digital outreach

Public Hearing Schedule

- Tuesday, January 16 at Decatur Rec Center
- Wednesday, January 17 at Fulton County Assembly Hall
- Thursday, January 18 at Clayton County Library

Time: 6:00 p.m. Community Exchange
7:00 p.m. Public Hearing

Briefing – Update on Regional Transit Committee 2018-2020 Work Program

Mr. Williams presented this briefing. Working with ARC and the Regional Transit Committee since 2006, opportunities are being explored to improve transit services within the Atlanta metro area.

Regional Transit Committee Dues Structure

- 3-year budget of \$3M
- Member contributions of \$600K – use these funds to better plan for the regional community
- MARTA contributes \$150K annually for In-kind service

2018 – 2020 Work Program

- Regional transit planning
- Regional transit coordination
- Regional transit data and analysis
- Regional fare policy and collection coordination
- Support transit planning and implementation
- Support transit legislative committees

RTC Accomplishments

- Human services transportation plan update
- Initiating the regional transit vision update process – Concept 3 Plan
- Initiating the unified bus stop signage – implementation process and coordination for development of a regional procurement process (pilot program – Five Points area)
- Providing technical support/facilitation local transit planning and implementation
- Creation of a regional transit asset management (TAM) dashboard and establishing regional State of Good Repair goals

Next Steps

- Develop a new 3-year program
- Request MARTA commitment of in-kind support
- 2018 Regional Transit Committee supported initiatives
 - Support to legislative transit study committees

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- Support to transit planning and implementation from new funding sources
- Support transit in new managed lanes

Mr. Dallas asked about supporting transit with new managed lanes and how does that look between jurisdictions. When you look at the managed lanes being executed in our plan, they go between MARTA's jurisdiction and non-MARTA jurisdiction.

Mr. Williams said MARTA has been working with a Managed Lane Committee. As part of our planning effort, we have talked about I-20 and GA 400 projects. We have discussed heavy rail and BRT, where there would be ramps. Working with local jurisdictions in terms of access. There is opportunity for MARTA to work with GDOT, as well as local community along that corridor.

Mr. Dallas asked if it would be more BRT or Express bus?

Mr. Williams said a little of both. He said he could not speak for GRTA, but MARTA would look at ramping, where we get on and off and then travel time associated with providing a BRT type service.

Mr. Dallas asked managed lanes or BRT and TOD?

Mr. Williams said staff have discussed and identified potential along that corridor. TOD will be driven by the community, not MARTA.

Resolution Authorizing MARTA In-King Staff Support for the Regional Transit Committee

Mr. Williams presented this resolution which would authorize MARTA to annually contribute \$150,000 of in-kind service to support the work of the Regional Transit Committee (RTC) of the Atlanta Regional Commission (ARC).

On motion by Mr. Pond seconded by Mr. Dallas, the resolution was unanimously approved by a vote of 6 to 0, with 8* members present.

Adjournment

The Planning & External Relations Committee meeting adjourned at 11:19 a.m.