

MINUTES
MEETING OF THE BOARD OF DIRECTORS
PLANNING & EXTERNAL RELATIONS COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY
July 11, 2018

The Board of Directors Planning & External Relations Committee met on July 11, 2018 at 10:39 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 L. Ashe, III
Robert F. Dallas
William F. Floyd
Freda B. Hardage
John 'Al' Pond

MARTA officials in attendance were: General Manager/ CEO Jeffrey A. Parker; Deputy General Manager A. Robert Troup; C-Suite Team Members Chief of Police & Emergency Management Wanda Dunham, Chief Financial Officer Gordon L. Hutchinson and Chief Counsel Elizabeth O'Neill; AGMs Elayne Berry, Sherrie Johnson (Acting), Benjamin Limmer, Emil Tzanov and Thomas Young (Interim); Chief Information Security Officer Dean Mallis; Executive Director Shelton Goode; Senior Directors Donna DeJesus (Acting), Stephany Fisher (Acting), Jennifer Jinadu-Wright and Amanda Rhein; Directors Rhonda Allen, John Bayalis and Robert Goodwin; Managers Davis Allen and John Cochran; Manager Executive Office Administration Tyrene Huff; Sr. Executive Administrator Ashanti Boothe; Department Administrator Kenya Hammond; Others in attendance Hunter Abel, Negesha Boyd, Adrien Carter, Abebe Girmay, Nailah Heard, James Hobbs, Courtne Middlebrooks and Tracie Robertson.

Also in attendance Erik Burton of HNTB, Henry Ikwut-Ukwe of ABL, Keith Parker of CCAG, Grady Smith of VHB and Cain Williamson of COA.

Consent Agenda

- a. Approval of the June 22, 2018 Planning & External Relations Committee Meeting Minutes

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

Individual Agenda

Briefing – Use of Transportation Network Companies Among MARTA Patrons

Mr. Goodwin presented an update of 2018 survey findings on the use of transportation network companies among MARTA patrons.

MARTA has had partnerships with Uber and Lyft Focusing on First/Last-Mile Connectivity.

Discounts on Uber and Lyft to/from MARTA stations for:

- Airport connectivity (Airport station was excluded)
- I-85 bridge collapse
- Back-to-school promotions
- Mercedes Benz Stadium connectivity
- Peachtree Road Race

Background

Study Objectives

- Assess awareness, perceptions, usage, potential impact on MARTA
- Follow up study to assess changes since FY16

Methodology

- 1,734 surveys on rail platforms and fixed route buses
- October 2017-March 2018

The share of MARTA patrons using Transportation Network Companies (TNC) has nearly doubled over the past two years.

Almost 1/3 of MARTA patrons use TNCs at least once per week.

12% of patrons use TNCs at least once per week for a trip that could be made on MARTA.

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Which MARTA patrons are using TNC's and for what Purpose?

- Half have limited or no access to a vehicle
 - Majority have annual income <\$50K
 - Majority use TNCs one or more days per week
 - Half use TNCs to get to work

- Half have unlimited access to a vehicle
 - Majority have annual income >\$50K
 - Majority use TNCs less than one day per week
 - One quarter use TNCs to get to work

MARTA patron who are transit reliant report heavier TNC use and rely on TNCs to get to work

Motivating Factors

- Faster Travel Time
- Less Wait Time
- Reliability

Main Takeaways

- Net impact on MARTA ridership is uncertain
- Two third of MARTA patrons use TNCs at least once per week:
 - 12% use TNCs for trips that could be made on MARTA
 - 10% use TNCs to get to MARTA
- MARTA patrons who are transit reliant report heavier TNC use and rely on TNCs to get to work

Next Steps

- Continue to survey TNC usage by MARTA patrons
- Explore opportunities for additional partnerships with TNCs
- Survey non-riders and current non-riders to determine why patrons choose not to take MARTA

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Mr. Dallas asked staff to think about how to market TNC's to targeted audiences such as partnering with the airlines to inform passengers that it's more convenient to take MARTA.

Mr. Floyd referenced the survey and asked what does it mean to not be able to take MARTA.

Mr. Goodwin said MARTA conducted a patron survey that asked was the service offered in their area or was the trip outside the hours of service. Some respondents answered that service was not offered in their area, therefore, they were unable to take MARTA. The survey also asked if TNC was not an option, how would the trip be taken.

Clayton County Transit Initiative Preliminary Locally Preferred Alternative Update

Mr. Williams presented an update on Clayton County Transit Initiative Preliminary Locally Preferred Alternative.

Major Project Milestones

- Determined purpose and need in terms of transit options
- Evaluated bus and rail technology
- Analyzed and ranked corridor alternatives
- Determined corridor that best meets project needs
- Initiated Transit System Plan
- Ongoing public outreach

Purpose of Project

- Provide greater access to jobs and education
- Improve regional connections and travel options
- Address growing demand for transit
- Support land use and economic development

Project Analysis

- Public Outreach
 - TAC, SAC, CAG
 - Open houses
- Surveying
 - Online and paper surveys

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- Onboard survey
- Clicker exercises

- Technical Data
 - Population and employment density
 - Trip activity
 - Transit ridership
 - Traffic data
 - Major activity center locations

Additional Project Analysis

- Cost Feasibility
- Accessibility & Reliability
- Project Impacts
- Support

Corridor Alternatives: Modes

- Commuter rail
- Light rail
- Heavy rail
- Bus rapid transit

Preliminary LPA

- 22-mile corridor, East Point MARTA Station to Lovejoy
- Commuter rail envisioned adjacent to existing Norfolk Southern rail
- Connects important nodes
 - Southlake Mall, Mount Zion, Fort Gillem, Clayton State University
- Corridor with highest commercial development
- Forecasted growth by 2040 (20% population, 11% employment)

Comprehensive Transit System Plan

- Local transit
- High capacity transit
- Key corridors
 - Cross county express
 - Regional express transit

- High capacity transit
- First and last mile
- Anticipated plan outcomes
 - Set a 20-year vision for transit
 - Promote regional connectivity

Clayton County Transit Vision

The NS/SR54 Corridor should move forward into an Environmental Assessment (EA)

- Makes the right connection to key activity centers
- Matches the needs identified by the public
- Has previous work on it that can be used to expedite the project
- The EA will save MARTA time and money to move forward

Continue to advance remaining corridors for arterial and bus rapid transit analysis

- Identify best way to feed service into NS/SR54
- Maximize access to high capacity transit
- Develop countywide transit services to serve overall mobility needs and planned county growth
- Identify opportunities for arterial rapid transit and bus rapid transit

Environmental Review Process

- MARTA Board approves locally preferred alternative (August 2018)
- FTA determines NEPA Class of Action (Fall 2018)
- MARTA enters NEPA environmental decision (Spring 2020)

Next Steps

- Board approval of locally preferred alternative
- Continue community outreach
- Conduct environmental analysis
- Continue coordinating with Norfolk Southern
- Continue comprehensive transit system plan for additional high capacity transit improvements (ART/BRT)

Chairman Ashe thanked Mr. Williams for a job well done regarding the Clayton County Transit Initiative and asked to reconcile the environmental review process timeline from Slide #13.

Mr. Williams said based upon the legal aspect, the timeline would be approximately 3 years and the EA would be approximately 2 years.

Mr. Floyd asked if an EA is different from an Environmental Impact Study (EIS).

Mr. Williams said both EAs and EISs are environmental reviews. However, the requirements of an EA are not as stringent as an EIS.

Resolution to Adopt Service Modifications for August 2018

Mr. Williams presented a resolution to adopt service modifications for August 2018.

The MARTA Act and the MARTA Service Standards require public input and consideration before bus and rail modifications are approved by the Board for implementation.

Twenty routes were modified and adjusted as part of the service markup. Three routes were revised based off public comments and concerns.

This is a request for the Board to approve a resolution to adopt the proposed service modifications for August 2018.

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

Briefing – Remix Regional License 2018 Update

Mr. Williams presented a briefing on Remix Regional License 2018.

The Remix is a software that MARTA has used for approximately two years to assist with route planning, detour planning, scheduling and order-of-magnitude cost estimation. This tool has a financial impact of \$140K annually. However, MARTA has partnered with ARC and other regional partners (Cobb County, Gwinnett County and Henry County) to reduce the cost to \$25K annually.

The contract is three years, beginning June 1, 2018 and ending May 31, 2021.

Mr. Dallas asked would GRTA be included in the Remix Regional License and would the license allow The ATL to be included as well.

Mr. Williams said GRTA operates on express service and does not conduct route modifications as often as MARTA. The ATL will utilize the Remix in the future.

Other Matters

Mrs. Jinadu-Wright presented Dump the Pump Video.

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Adjournment

The meeting of the Planning & External Relations Committee adjourned at 11:38 a.m.