

MINUTES

WORK SESSION OF THE BOARD OF DIRECTORS METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

February 4, 2016

12:09 p.m.

Board Members Present

Roberta Abdul-Salaam
Robert L. Ashe III
Robert F. Dallas
Frederick L. Daniels, Jr.
Jim Durrett
Roderick E. Edmond
Jerry Griffin
Freda B. Hardage
Russell McMurry*
Christopher Tomlinson

Staff Members Present

Keith T. Parker, AICP
Richard Krisak
Elizabeth O'Neill
Edward Johnson
Gordon Hutchinson
Elayne Berry (Acting)
Wanda Dunham
Robin Henry
Ming Hsi
Benjamin Limmer
Ryland McClendon
Ferdinand Risco
David Springstead
Davis Allen
Abebe Girmay
Lyle Harris
Kevin Hurley
Alisa Jackson

Also in attendance was Robert S. Highsmith, Jr., Holland & Knight LLP; Lisa Daniel and Kathy Posey of Public Financial Management; Woody Vaughn of Holland & Knight; Tom Lauth of Denton; Daron Coates and Derek Mitchell of Grant Capital Management; Jonathan Jones of City of Forest Park; Andrea Simmons of *The AJC*.

Chairman's Report

Upcoming Meetings

Thursday, February 25, 2016

- Operations & Safety Committee – 10:00 a.m.
- Business Management Committee (immediately following)

* Russell McMurry is Commissioner Georgia Department of Transportation (GDOT) and is therefore a non-voting member of the MARTA Board of Directors

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Thursday, March 3, 2016

- Planning & External Relations Committee – 10:30 a.m.
- Work Session – 12:00
- Board – 1:30 p.m.

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Chairman Ashe recognized and welcomed Mrs. Simmons of The AJC and Mr. Jones, Deputy Director of the City of Forest Park.

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Approval of the January 14, 2016 Work Session Minutes

On motion by Mr. Tomlinson seconded by Mr. Daniels, the minutes were unanimously approved by a vote of 9 to 0, with 10* members present.

General Manager/CEO Report

Sale of 2007B Refunding Bonds

Board members were given a final briefing on this bond series. The sale is scheduled for today, February 4th. Eight bids were received. The winning bidder is Morgan Stanley. Bond interest reduced from 4.7% to 3.3%. Bonds will mature in different years. Average life is 18.1 years. New series is 2016B. The transaction will give MARTA a \$48M net present value savings. To put the new terms into effect, the MARTA Board will be asked for approval at today's Board meeting.

Resolution Authorizing the Amendment of the Authority's Customer Code of Conduct

Board members were briefed on changes to MARTA's Customer Code of Conduct. Presently the Code does not include assessment of fines as a penalty. Board members will be asked to vote today on a revised Code where fines can be assessed from \$50 to a maximum of \$300.

Immediate Expulsion. MARTA police may expel a person who violates MARTA's Customer Code of Conduct from MARTA property by issuing such person an order to immediately exit the property. This type of expulsion order is effective for 12 hours following the expulsion. After this time, it does not suspend a person's ability to re-enter MARTA property. If a person refuses to exit immediately and remain off the property, they will be arrested for criminal

trespass. A person can be expelled from MARTA property either orally or in writing. Twelve-hour expulsions cannot be appealed or reviewed.

Transit Suspension Procedure. Citations may be issued by MARTA Police Officers. Citations shall state the date on which they become effective. A person may also be issued a conditional exclusion letter, which will allow their use of transit facilities and services under certain conditions. Juvenile passengers, for example, may be required to have an accompanying guardian. Citations also inform the person of his/her right to appeal the citation. The appeal process is described on the back of the citation.

Appeal/Review of Suspensions. A citation may be appealed by written request sent by registered or certified mail, statutory overnight delivery or hand delivery within 30 days of the issuance of such citation. If no hearing is requested within 30 days of the issuance of a citation, the suspension (and fine if applicable) issued shall be deemed final and become effective immediately. MARTA may, at its sole discretion, pursue any and all legal remedies for the collection of outstanding fines including, but not limited to, referral to a collection agency, garnishment or lien. If no appeal is made, use of Authority services or entry upon Authority property is forbidden and subsequent use of services or entry upon property during a period of suspension shall constitute criminal trespass under Code Section 16-7-21 of the O.C.G.A. Violation of this notice shall be grounds for issuance of an additional suspension from MARTA and prosecution for criminal trespass.

Media Monitoring

Board members received a quarterly update. The analysis is based on data provided by MARTA's media monitoring service 'CriticalMention' which analyzes news coverage as follows:

- Tone: positive, negative or neutral
- Subject matter: i.e., "Take MARTA", "Blow the Whistle", service improvements/delays, etc.
- Ad equivalency: what media coverage would cost if the Authority had to pay for the advertising space
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New themes include: public safety, service/improvements, financial and Transit Oriented Development (TOD).

MARTA Transformation Initiative (MTI)

- **Automated Parking Access & Revenue Control System**
 - Initial RFP did not produce adequate proposals
 - Conducted detailed discussions with operators and equipment manufacturers
 - Revised technical requirements with MARTA IT staff
 - Revised infrastructure and revenue requirements
 - Anticipate more and improved proposals

- **Mobility Optimization**
 - MV Transportation selected as vendor
 - Mobilization in process
 - Target cutover 3/26/16
 - COO and Chief Counsel will provide further details
 - Will increase customer service quality
 - Provide more rigorous certification process
 - Tightly aligned to ADA & FTA standards
 - Integrated with existing Eligibility and Travel Training functions

- **Cleaning Services Optimization**
 - Explore potential for increased efficiencies via market-based solution
 - RFP to accommodate segmented opportunities for increased small business and DBE participation
 - Potential to consolidate existing contracted cleaning services

- **Workers Compensation Cost Containment**
 - Implement new risk management information system (Origami) Phase I complete
 - Expanded Modified Duty program
 - Ergonomic Analysis/Improved Job Descriptions for key positions
 - Improved Injury Reporting
 - Improved Injury Management
 - Enhanced Root Cause Analysis

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On motion by Mr. Durrett seconded by Mr. Griffin the Board unanimously agreed to go into Executive Session at 1:08 p.m. to discuss a potential litigation.

On motion by Mr. Durrett seconded by Mr. Griffin, the Board unanimously agreed to adjourn the Executive Session at 1:21 p.m.

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Adjournment

The meeting of the MARTA Board of Directors adjourned at 1:21 p.m.