

MINUTES

WORK SESSION OF THE BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

November 1, 2018

12:14 p.m.

Board Members Present

Roberta Abdul-Salaam
Robert L. Ashe III
Robert F. Dallas
Jim Durrett
William 'Bill' Floyd
Ryan Carter Glover
Jerry Griffin
Freda B. Hardage
Alicia M. Ivey
Russell R. McMurry, P.E.*
John 'Al' Pond
Christopher S. Tomlinson*
W. Thomas Worthy

Staff Members Present

Jeffrey A. Parker
Wanda Dunham
Gordon Hutchinson
Melissa Mullinax
Elizabeth O'Neill
LaShanda Dawkins
David Springstead
Kirk Talbott
Thomas Young (Interim)
Paula Nash (Interim)
Rhonda Allen
Onyinye Akujuo
John Cochran
Niki Hester

Others in attendance Ashanti Boothe; Tonya Gantt; Tyrene Huff; Keri Lee; Adrien Carter; Abebe Girmay; LaTonya Pope; Stephany Fisher, Carlos Arrietta.

Also in attendance was LaToya Brisbane of Holland & Knight, LLP; Doug Edwards; Sophia Khalid; Jennifer Larosay of SRTA/ATL; Edward Leidelmeyer of Fulton County; Scheree Rawles of ATL; Anthony Slay of GSU/AJC; Jacob Vallo; David Wickert of AJC; Sherry Williams of GA Stand Up.

Chairman's Report

Upcoming Meetings

Thursday, November 16, 2018
- Audit Committee – 10:00am

* Russell R. McMurry, P.E. is Commissioner of GDOT; Christopher Tomlinson is Executive Director of Georgia Regional Transportation Authority (GRTA); and are therefore non-voting members of the MARTA Board of Directors.

Work Session
11/1/18
Page 2

Wednesday, November 28, 2018

- Planning & External Relations Committee – 9:30am
- Operations & Safety Committee – (immediately following)
- Business Management Committee (immediately following)

Thursday, December 6, 2018

- Work Session – 12:00noon
- Board – 1:30 p.m.

Approval of the October 4, 2018 Work Session Minutes

On motion by Mr. Durrett seconded by Mr. Pond, the minutes were unanimously approved by a vote of 9 to 0, with 11* members present.

Chairman Ashe announced the members of the 2018 Nominating Committee would be presented at today's Board meeting.

* * *

General Manager/CEO Report

Mr. Parker announced Chief Dunham ran a significant drill over the weekend which included 14 jurisdictions, simulating a terrorist situation. Drills of this nature helps to make MARTA a safer and more secure transit system. There was special emphasis around the Dome Station in preparation for the Super Bowl.

Super Bowl Planning Update

Ms. Allen presented a Super Bowl Planning update.

MARTA has moved from the planning phase to the communications phase. There is a planning group that meet on Thursday of every week.

There will be ten days of activity from January 26 to February 4th. Five transit rail stations will be heavily impacted – Vine City; Dome/GWCC,Phillips Arena/CNN Center; Five Points; Peachtree Center and North Avenue.

To date, three dry-runs have been held. Lessons learned:

PRACTICE: LARGE SCALE EVENTS

Areas of Strength

- Operating schedules

Work Session

11/1/18

Page 3

- Crowd control
- Emergency Operations Center
- Transit Ambassadors

Areas of Improvement

- Training for Ambassadors, EOC Matrix Members
- Breeze card vending machine operation
- Right sizing the number of Ambassadors on hand
- Parking availability and operation

Strategies for Improvement

- Formalize and include hands-on field training
- Service machines, assign Cubic to key station
- Adjust assignments as events start and end
- Increase parking capacity, exit strategies

SERVICE PLAN

Key Considerations

- Road closures in the downtown area
- Parking restrictions for venue staffers
- Super Bowl fan festivals and concerts
- Extended hours of restaurants and pubs
- TSA staffers to support early morning flights
- MARTA staff supporting operations

MARTA Service Plan 1 – Saturday, Jan 26 – Monday, Jan 28

- All modes will operate on normal schedules

MARTA Service Plan 2 – Tuesday, Jan 29 – Friday, Feb 1

- Rail service will be operated one hour earlier (4:00am)

MARTA Service Plan 3 – Friday, Feb 1 – Tuesday, Feb 5

- Continuous rail service (4am Friday to 2am Tuesday)
- Enhanced service on four bus routes (4am Friday to 2am Tuesday)
- Reroutes are scheduled for nine routes due to road closures
- North Avenue Station bus loop will be closed Saturday, Feb 2
- Streetcar will operate on a 9-minute headway on game day

REVENUE OPERATIONS

- Commemorative cards will be available online Jan 5
- Breeze card sales counter at Airport Station
- Breeze card sales at hotels and key venues
- Additional BVMs at Vine City, Airport Stations
- Hand sales at key rail stations

INFRASTRUCTURE IMPROVEMENTS

- Cleaner, brighter stations
- Increased parking capacity
- Modernize escalators and elevators
- Upgrade CCTV system components
- Improve wayfinding

SAFETY AND SECURITY

- Infrastructure improvements, training will promote safe environments
- MPD is active in over two dozen sub-committees
- Submitted MARTA's Public Safety Plan
- Completed TSA IVIEW 3D field assessments at all stations
- Commitments from outside Law Enforcement Agencies

Mr. Floyd asked what happens if escalator/elevator goes out at Peachtree Center.

Ms. Allen said part of the plan is to have folks from Shindler on duty at various stations to handle emergencies.

Ms. Ivey asked if signage will be placed in stations regarding human trafficking.

Mr. Parker informed members that MARTA partners with Georgia Cares. Every employee will receive training about awareness. Additionally, there will be signage in the stations.

Ms. Ivey asked if MARTA have Norcam.

Chief Dunham said we do not have Norcam. It is costly and the shelf life is short. Signage will be placed in every restroom.

Work Session

11/1/18

Page 5

COMMUNICATIONS – 3rd Quarter Communications Phase

- Team MARTA pep rally and tailgate events
- Distribution of Team MARTA playbook
- MARTA and NFL communications and marketing campaigns
- MARTA Super Bowl website
- Link to NFL Super Bowl website
- “How to” videos for employees and patrons
- Expanding Customer Service Center hours of operation

Training – will be provided to staff covering Customer Service and Security

CONTINGENCY PLANS – What will we do if ...

- Conducted two table top exercises
- Conducted a full-scale exercise
- Acquired equipment and supplies for inclement weather
- Designate employee rest areas at MARTA facilities in case man-made or natural events threaten planned operations

MOVING TOWARDS THE GOAL LINE

- Coordinate with stakeholders
- Focus on hiring and retaining essential staff
- Train and develop our team
- Communicate plans
- Educate the public

4th QUARTER – IMPLEMENTATION PHASE

- A well-coordinated plan that includes all departments
- Proper level of fully prepared, engaged staff in every department
- Successfully executed crowd control plans
- An informal riding public
- **Plans, Practices, Coaching, Communication, Cooperation, Execution**
(and Flexibility)

Mr. Griffin asked if patrons will have readily available access to MARTA information.

Ms. Allen said requests have been made. MARTA would like a spot at the escalators to guide patrons and perhaps play announcements on the airport's plane-train.

Mr. Parker said he has had early conversations with the General Manager at the Airport. Additionally, there have been conversations with Uber and Lyft. They mentioned their concern about not having enough capacity. They need MARTA to be successful and provide service to their customers as well.

Mr. Dallas asked if the NFL itself would communicate to ticket purchasers that their best bet is to buy Breeze and use it for the week they are here.

Ms. Allen responded most tickets are purchased through a hospitality package. MARTA have a liaison with Anthony Travel whom will be on-site at many locations. MARTA asked if they are interested in purchasing Breeze cards to put into their packages. From every partner that MARTA is working with, they are pushing patrons to MARTA.

Mr. Dallas suggested that MARTA work to get passes in patron's hand at the airport. It would be difficult otherwise to get them to ride MARTA. He asked about extended hours on restrooms.

Mr. Springstead said restroom hours would be extended by three hours.

Mr. Dallas inquired about parking at parking decks.

Ms. Allen said MARTA's TOD group is reaching out to all the parking decks at end-of-line stations. Also, the TOD partners are being asked about additional parking.

Ms. Ivey said the person at the airport that is over the Super Bowl Committee (Jai) will work with MARTA for better signage near the escalator at the airport. In addition, Paul Brown or Chili Ewing are contacts to speak with to provide cards at concessions. There is a new magazine that will be distributed to every passenger called Sky Point. MARTA can get free branding, so that people can understand riding MARTA during Super Bowl; contact Demetria Watson.

Mr. Durrett said MARTA is spending a lot of resources making sure MARTA presents well and performs well. Are we presuming Breeze card sales will cover these costs?

Mr. Parker said MARTA will maximize revenue collected. In the approved 2019 Budget, there is an additional \$2M to support additional service. There is no compensation coming from a third party.

Mr. Durrett thanked Ms. Allen for a great presentation. He said he was happy to hear about infrastructure improvements and whatever is done for the Super Bowl will be the base and that MARTA will continue to improve all stations. Hopefully, this will become the catalyst for a new way of taking care of our patrons.

Mr. Parker responded this is a jumping off point for improvements to the stations. The other thing is there are three groups of riders that MARTA will take care of during the Super Bowl – regular riders (existing ridership), a substantial number of workers and the visitors that are coming to Atlanta.

Request for Waiver

Ms. O'Neill made this presentation.

A request for Waiver was made by Siemens to employ a former MARTA employee, Mr. Jimmy Kim within one year of the time he left MARTA. Mr. Kim was an Associate Counsel within MARTA's Legal Department. MARTA does not have any direct contracts with Siemens, however, a couple months ago MARTA accepted an assignment for the maintenance of the Streetcar. That is the only work MARTA currently have with Siemens. Mr. Kim will not work on this contract. The Board of Directors is the only body that can grant waivers.

Mr. Tomlinson asked if MARTA has considered going back and revisiting the Ethics policy.

Ms. O'Neill said this is one of the changes made in 2015. Since then we realize there are clear situations where there would not be a conflict. Legal staff is currently working on the Code and staff hope to bring it to the Board either December or January.

RFP for Mobility Operations

Mr. Parker informed Board members they will be asked to allow an RFP to advance for MARTA Mobility service to consider whether to extend the two option years on the MV contract. Additionally, there are concerns over DBE participation in the execution of the contract.

Ms. Abdul-Salaam asked if MV provide a status report on performance.

Mr. Parker said a monthly status report is provided which can be distributed to the Board.

Mr. Pond suggested incorporation of performance criteria with a bonus when the criteria are exceeded.

Mr. Parker said there is performance criteria. The goal is ensuring that they meet 'best efforts'.

Other Matters

Mr. Parker informed the Board that they will not be asked to vote on the 15th Amendment this month.

Mr. Parker announced that the Clayton County Locally Preferred Alternative will go to the November 28th Planning & External Relations Committee for Board approval. It will then go to full Board for approval at the December 6th meeting.

Report from the Chairman (con't)

Chairman Ashe announced the schedule for the Committee meetings have changed. Moving forward, the Planning & External Relations Committee will be held on the same day as Operations & Safety and Business Management Committee meetings; with Planning & External Relations being first, followed by Operations & Safety, followed by Business Management.

Chairman Ashe announced members of the 2018 Nominating Committee:

Ryan C. Glover, Chair
William 'Bill' Floyd
Jerry Griffin
Alicia Ivey
Thomas Worthy

Comments from the Board

- Mr. Durrett asked how will decisions be made and who will make them for the prioritization of the MORE MARTA Program, specifically station improvements. Mr. Durrett said he would like to talk to management about this process.

- Ms. Abdul-Salaam thanked Mr. Parker for addressing the issue of locked restrooms.

* * *

Adjournment

The meeting of the MARTA Board of Directors adjourned at 1:17 p.m.