

MINUTES
MEETING OF THE BOARD OF DIRECTORS
CUSTOMER DEVELOPMENT COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

February 21, 2011

The Board of Directors Customer Development Committee met on February 21, 2011 at 10:37 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert L. Ashe, III
Harold Buckley, Sr.
Wendy Butler
Frederick L. Daniels, Jr.
Jim Durrett
Roderick E. Edmond
Noni Ellison-Southall
Barbara Babbit Kaufman, Chair
Jannine Miller
Adam Orkin

MARTA officials in attendance were: General Manager/CEO Beverly A. Scott; Deputy General Manager/COO Dwight A. Ferrell; Chief Business Support Services Theodore Basta, Jr.; AGMs Davis Allen, Deborah Dawson, Ben Graham, Georgetta Gregory, Mary Ann Jackson, Jonnie Keith, Cheryl King, Rich Krisak, Ryland McClendon, Elizabeth O'Neill and Gary Pritchett; Sr. Director Johnny Dunning, Jr.; Directors Reginald Diamond, Garry Free, Lyle Harris, Jennifer Jinadu-Wright and Carol Smith; Managers Tony Griffin, Cara Hodgson, Roosevelt Stripling and Marvin Toliver; Executive Manager to the Board Rebbie Ellisor-Taylor; Sr. Executive Administrator Tyra J. Wiltz; Executive Administrator Renee Willis; Office Administrator II Tracie Roberson. Others in attendance, Frederick Askew and Srinath Remala.

Also in attendance Charles Pursley, Jr. of Pursley, Lowery and Meeks; Matt Pollack of MATC; Greg Heller and Mike Plant of Atlanta Braves; David Bennett and Shelley Peart of City of Atlanta.

Approval of the January 31, 2011 Customer Development Committee Meeting Minutes

On motion by Mr. Daniels seconded by Mr. Buckley, the minutes were unanimously approved by a vote of 8 to 0, with 9* members present.

**One Board Member is a non-voting member.*

Briefing – CBS Outdoor Bus Shelter Replacement Program

Mr. Griffin updated the Committee on the status of the CBS Outdoor Bus Shelter Replacement Program.

In 2007, MARTA's Office of Marketing developed the Statement of Work (SOW) for a Request for Proposals (RFP) to secure a new advertising contractor for MARTA bus shelters. Among other things, the SOW required that the new contractor replace all bus shelters at least ten years old with a new progressive design. CBS Outdoor was awarded the contract, effective January 1, 2008 and initiated the bus shelter replacement effort in October 2009, with a required installation timeline of 12-18 months. The contract requires CBS to procure and install approximately 390 existing bus shelters, at no cost to the Authority. The new design was approved through the Atlanta Urban Design Commission and communicated to all jurisdictions in the MARTA service area. It incorporates glass panels, improving visibility and security. The contract stipulates that as other bus shelters reach the ten year threshold they will also be replaced with the new design. As of February 2, 2011, CBS has replaced 372 advertising and non-advertising bus shelters, with approximately 20 sites remaining. These remaining replacement bus shelters are on schedule to be completed by March 2011, as specified by the contract.

Briefing – Customer Service Key Performance Indicators (KPIs)

Mr. Stripling briefed the Committee on Customer Service Key Performance Indicators (KPIs) for the month of December 2010.

- Average Customer Call Wait Time
 - December 2010 actual performance was 9 seconds below the FY11 target of 70 seconds
 - There was a decrease of one second when compared with the previous month

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- There was an increase of 22 seconds when compared to December 2009
- Customer Call Abandonment Rate
 - December 2010 actual performance was 2.94% below the FY11 target of 11%
 - There was a decrease of .18% when compared with the previous month
 - There was an increase of 3.04% when compared with December 2009

Briefing – Transit Service Restoration Update

Dr. Scott briefed the Committee on Transit Service Restoration.

Transit Service Restorations (Proposed)

- City of Atlanta, Fulton County - District 6
 - Route 2: Recognizing the “all day” critical mobility need of seniors residing in the Cosby-Spear Senior Tower and providing direct access to Decatur along Ponce de Leon – this modification provides alternating service between North Avenue Station to Edgewood/Candler Park Station and North Avenue Station to Decatur Station. This alternation will be provided all service days during all service periods. Required resources: Peak Buses – 3, Annual Operating Cost - \$548,175
 - Route 99: Recognizing the critical need of seniors residing in the Cosby-Spear Senior Tower to have direct access to medical facilities – this route will be modified to operate via North Avenue Station during non peak periods and nights on weekdays. The route will continue to operate from Georgia State Station to Midtown Station during peak period. No additional resources required.

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- North Fulton, Fulton County – District 3, District 4
 - Route 87: Recognizing safety concerns that have been raised concerning the current turnaround and layover on weekdays and overcrowding on weekday morning trips – this route is proposed to be modified by extending service to North Springs Station on weekdays only. Required resources: Peak Buses – 2; Annual Operating Costs - \$383,397
- DeKalb County - District 5, Super District 7
 - Route 117: Recognizing safety concerns related to overcrowding during non peak periods – this modification will increase service frequency providing for a 30-minute off-peak service (currently 40 minutes). Required resources: Annual Operating Cost - \$164,718
- South Fulton, Fulton County - District 7
 - Route 181: Recognizing safety concerns that have been raised concerning pedestrian access, the lack of sidewalks and poor lighting to access bus stops – this modification proposes to operate service on the segment from South Fulton Park & Ride to Fairburn/Palmetto (along Beverly Engram Parkway). Required resources: Peak Buses – 1; Annual Operating Cost - \$319,582
- Subtotal: 6 Peak Buses; Annual Operating Cost - \$1,415,872

Braves Shuttle Service Restoration (Proposed)

MARTA's role in special events can be traced back to the 1996 Summer Olympics. During the Olympics, bus shuttle service was provided to the stadium which hosted the Olympic baseball events. After the Olympics, this service continued until severe budget constraints resulted in cancellation of the service after the 2010 baseball season

In FY 2010, a minimum of 21 buses were utilized in operating the Braves Shuttle Service, at an estimated operating cost of \$469K. This service ran approximately three hours before the start of each game and continued transporting passengers up to two hours after the last out of the game. As an alternative, a revised/reduced shuttle plan is being advanced for possible use in FY 2011 which would utilize 15 buses, cost an estimated \$310K and continuing transporting passengers for only one hour after the last out. Additionally, buses

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would leave the terminal only when filled instead of every five minutes. It is expected that this revised/reduced service plan will carry the same amount of passengers as before.

It is assumed that the revised/reduced FY 2011 service plan will also generate equivalent revenue levels and have previously unallocated and unassigned game day police security costs of approximately \$167K performed and absorbed by the Atlanta Police Department, not MARTA.

Subtotal: 15 Peak Buses; Annual Operating Cost - \$310,149

At this point, staff needs authorization from the Committee to conduct Public Hearings to consider restoration of the Braves Shuttle and other bus service adjustments. Additionally, it is likely that a special called Board meeting will be needed for the Board to receive a report on the Public Hearing Results and vote on modification of the FY 2011 budget to include funding for the Braves Shuttle and other bus service adjustments in the Adopted FY 2011 Operations and Capital Budgets.

Mr. Durrett made a motion to add a Request to Hold Public Hearings for Proposed Bus Service Modifications for June 18, 2011 and Braves Shuttle Service effective 2011 season. Mrs. Kaufman seconded.

The motion was unanimously approved by a vote of 9 to 0, with 9 members present.

Mr. Ashe said that a client relationship has been terminated and he is now clear to discuss and vote on the issue.

Mr. Buckley said because the Board recently approved service modifications, he is concerned that looking at restoration now will create a major public relations issue.

Mr. Durrett said reinstating the Braves Shuttle shows that MARTA matters to the community. He added that he would like for staff to move forward with the Public Hearings.

Mr. Daniels said the 2012 Budget process and service restoration must run hand-in-hand. The 2012 budget must align with modifications and reinstatement of service.

Mrs. Ellison-Southall asked had this been included in the 3-year forecast.

Dr. Scott answered no.

Mr. Durrett made a motion to approve the Request to Hold Public Hearings for Proposed Bus Service Modifications for June 18, 2011 and Braves Shuttle Service effective 2011 season. He further requested that staff provide the Board with additional information on the financials.

Mrs. Kaufman seconded.

The request was approved by a vote of 8 to 0, with 9 members present.

Mr. Buckley abstained.

Dr. Edmond stated that the Board must have financials prior to public hearings.

Mrs. Butler asked that staff not schedule the Public Hearings during the APTA Legislative Conference.

Other Matters

Mrs. Kaufman referenced Tab 4 of the Committee Books – (a) Special Events Calendar (b) Customer Development Committee Look-a-Head – asking that Board Members review these items.

Adjournment

The meeting of the Customer Development Committee adjourned at 12:11 p.m.