

MINUTES
MEETING OF THE BOARD OF DIRECTORS
PLANNING & EXTERNAL RELATIONS COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY
MARCH 8, 2018

The Board of Directors Planning & External Relations Committee met on March 8, 2018 at 10:31am 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 F. Dallas
Jim Durrett
William Floyd
Jerry Griffin, Chair
Freda B. Hardage
Alicia Ivey
John (Al) Pond

MARTA officials in attendance were: Interim General Manager/ CEO Elizabeth O'Neill; C-Suite Team Members – Chief Counsel Corporate Law Jonathan Hunt (Acting), Chief Financial Officer Gordon L. Hutchinson, Chief Operating Officer Richard A. Krisak, Chief Counsel Litigation Paula Nash (Acting), and Chief Marketing and Communications Officer Goldie Taylor; AGM's LaShanda Dawkins, Wanda Dunham, Torrey Kirby (Acting), Benjamin Limmer, David Springstead and Emil Tzanov; Chief Information Officer Dean Mallis; Executive Director Shelton Goode; Senior Directors Donna DeJesus (Acting), Stephany Fisher (Acting), Jennifer Jinadu-Wright and Donald Williams; Directors Rhonda Allen and Sherrie Johnson; Managers Davis Allen and Ryland McClendon. Tyrene Huff Manager Executive Office Administration; Ashanti Booth Sr. Executive Administrator; Debra Oliver Sr. Executive Administrator. Others in attendance Teresa Arnold, Carlos Arrietta, Adrien Carter, and Amar Gannanapu.

Also in attendance Helen McSwain of Rhodafox.

Consent Agenda

- a) Approval of the February 8, 2018 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Ms. Ivey, the Consent Agenda was unanimously approved by a vote of 5 to 0 with 5 members present.

Individual Agenda

Resolution Authorizing the Approval of Service Modifications for April 14, 2018 on Routes 1,2,12, 14 (new), 26, 37 ,50, 51, 58, ,66, 68, 82, 84, 93, 153, 180, 181, 189, 191, 813 (replaces 13), 850 (new), 853 (replaces 52), 856 (replaces 56), 867 (replaces 67)

Mr. Williams presented this resolution authorizing the approval of service modifications for the April 14, 2018 markup.

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. The route modifications were developed base on input and feedback from passengers, operators and communities as well as MARTA's ongoing service monitoring and evaluation to identify and pursue opportunities to enhance service. The modifications have been designed to: expand service, improve service reliability (OnTime Performance); enhance safety; minimize perceived adverse impacts on communities; improve operational efficiency; and better tailor service to demand.

The public hearings were conducted Tuesday, January 16, 2018 at Decatur Recreation Center, DeKalb County, Tuesday, January 30, 2018 at Clayton County Headquarters Library, Clayton County; and Wednesday, January 31, 2018 at College Park Safety Complex, Fulton County.

Mr. Pond asked what are the two new routes that MARTA is providing.

Mr. Williams said Routes 14 and 850.

Ms. Ivey indicated that from attending Public Hearings, several customers mentioned they receiving the bus route changes in a timely manner. She asked MARTA staff to come up with alternatives to get the word out quicker.

Mr. Williams said that MARTA is doubling down by holding Public Hearings and Community Outreach Programs in order to communicate and get the notices out as soon as possible.

Mr. Griffin asked Mr. Williams if notices will be posted on MARTA buses.

Mr. Williams responded yes, MARTA is in the process of placing notices on the buses.

On motion by Mr. Durrett seconded by Ms. Ivey, the resolution was unanimously approved by a vote of 5 to 0, with 5 members present

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Briefing – Clayton County Transit Initiative

Mr. Williams presented an update on the Clayton County Transit Initiative.

Comprehensive Perspective Transit Vision

Transit Service Initiatives

- Bus Service
- Amenities
- Maintenance Facilities
- High Capacity Transit Initiative
- Park & Ride
- Citizens Advisory Group

Bus Service, Amenities, Park and Ride

- Service Changes
- Clayton County ridership has increased 17% over 2-3 year period (fastest growing in Clayton County Service Area)
- Shelter Program – Capital Improvement Program (200 shelters/ year)
- Park and Ride

Citizen Advisory Group

Role and Purpose

- Clayton County Group assigned to maneuver through transit study
- Sounding Board
- Provide feedback on the transit study

Quarterly Meetings

- February 2018
- May 2018 – Peer City Review (Portland, OR and Seattle, WA)
- August 2018

Maintenance Facility

Site selection study underway

- Regional bus and paratransit facility bus maintenance
- Co-locate MARTA Police (High Capacity)
- Option for joint rail facility

Continue Analysis on Best Sites

- Evaluating feasibility of multimodal facility (How it impacts our current transit)
- Including options for separate bus and rail facilities

Maintenance Facility – Next Steps

- Additional site investigations
 - Determine preferred site
- Initiate environmental study
- Coordinate with high capacity transit initiative
 - Community outreach
 - Citizens Advisory Group
- Site acquisition

High Capacity Transit Initiative

Project Status

- Finalized purpose and need for bus and rail technology
- Evaluated bus and rail technology
- Refined corridor definitions
- Determined corridor that best meets project needs
- Continuing countrywide development of remaining corridors
- Ongoing public and agency outreach

Modal Alternatives

- Commuter Rail
- Light Rail
- Heavy Rail
- Bus Rapid Rail

Travel Trends within Clayton County

- Westside Corridor
- Riverdale Corridor
- SR 85 Corridor
- Tara Blvd Corridor
- Norfolk Southern Corridor
- Eastside Corridor – high trip volume in and out of Clayton County

Market Assessment Approach

- Public Open Houses
- Technical Advisory Committee – Clayton County/ Regional
- Stakeholder Advisory Committee – Clayton County/ Regional
- Citizens Advisory Committee

Public Input

- Online Survey
- Paper Survey (Meetings)
- Onboard Survey (Bus Route Survey)
- Mapping Survey (Holistic Point of View)
- Clicker Exercise
- Technical Analysis

Data Collection

- Population and Employment Density
- Trip Activity
- Transit Ridership
- Major Activity Centers and Land Use Mix

Purpose and Need

- Provide Greater Access to Jobs and Education
- Improve Regional Connections and Travel Options
- Address Growing Demand for Transit
- Support Land Use and Economic Development

Corridor Refinement

- Initial range of 7 transit corridors. analyzed and presented to public for input (Spring 2016 - Winter 2016)
- Top 3 transit corridors that performed best based on public outreach and purpose and need process (Spring 2017 - Summer 2017)
- Norfolk Southern/State Route 54 ranked #1 as the best transit corridor to meet all the project needs (Fall 2017 – Present)

High Capacity Transit

- Identify best ways to feed service into NS/SR54 Corridor
- 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

Next Steps

- Continue the system plan for high capacity transit improvements (ART/BRT)
- Work with FTA to review Norfolk Southern corridor and facility project(s)
- Continue community outreach
- Develop a locally preferred alternative(s)
- Initiate environmental review process

Mr. Durrett asked if the next steps were listed in sequence.

Mr. Williams indicated that the next steps for the Transit Initiative will happen simultaneously.

In reference to the Travel Trends slide, Mr. Griffin asked if MARTA will need to complete Eastside planning from Clayton County to Southwest Atlanta?

Mr. Williams responded yes. MARTA is currently working on the planning.

Mr. Tomlinson asked what source did MARTA use regarding the Travel Trends slide.

Mr. Williams said the slide reflects data from ARC.

Mr. Tomlinson asked if MARTA is looking to co-locate MARTA Police to the Maintenance Facility or a potential station for Transit?

Mr. Williams said MARTA is looking at the Maintenance Facility as a multi-use site.

Mr. Griffin commented that MARTA could look at opportunities with local vocational schools; utilizing MARTA's facility as a training site for diesel mechanics.

Briefing – Fulton County Transit Master Plan

Mr. Limmer presented an update concluding the Fulton County Transit Master Plan which initially begin last Spring (April 2017).

Master Plan Overview

Three Phases

- Phase 1: Community Vision and Existing Transit Conditions (April – July)
- Phase 2: Scenario Development (July – October)
- Phase 3: Transit Master Plan Refinement (November – December)

Master Plan Process Overview

- 850+ Public Participants
- 30 Public Meetings (Across all 14 Cities)
- 12 Special Population Meetings
- 5 Community Events = Collected 2,400 online survey participants

Technical Committee

- Representatives from each city
- Fulton County, MARTA, ARC, SRTA
- 3 Meetings

Financial Taskforce

- Individuals with public finance background to help build various financial models
- 7 Business Community and City Financial officers
- 3 Meetings

40+ Stakeholder Interviews

Modes under Consideration – Rail

Heavy Rail

- High cost \$250-300M/mile
- High capacity 250M/mile
- Powered by third rail
- High ROW requirement
- Dedicated tracks system
- Service every 5-20 mins
- Can spur economic development at stations

Light Rail

- Medium- high cost \$150-250M/mile
- Medium High Capacity
- Powered by overhead cable system
- Medium ROW requirement
- Mostly dedicated ROW
- Service every 5-20 mins.
- Can spur economic development at stations

Modes Under Consideration – BRT

BRT in Express Lanes

- Low-medium capital cost
- Bus rides free in managed lanes
- Travels faster than general purpose lanes
- Service every 5-20 mins
- Low-medium capacity
- Serves in line stations and park and rides
- Supports nearby development

BRT in Major Corridors

- Medium capital cost
- Medium capacity
- Travels in dedicated lane
- Signal coordination and priority

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- Peak service every 5-15 minutes
- Serves major transit stations
- Can spur economic development at stations

Modes under Consideration – ART

- Low cost
- Low capacity
- Travels in mixed traffic
- Signal coordination and priority
- Service every 10-30 mins
- Queue jumpers at major intersections
- Serves major transit stations and local stops

Modes under Consideration – Local Service

Frequent and Local Fixed Routes

- Low cost
- Low capacity
- Travels in mixed traffic
- Frequent Local Bus, service every 15-30 mins
- Local Bus, service every 30-60 minutes

Flex and Microtransit

- Serves low density areas
- Demand responsive service connecting to major transit stations
- On-call service
- Low cost
- Low capacity
- Serves only requested stops

Market Based Scenario

Heavy Rail

- GA 400 to Holcomb Bridge
- Norfolk Southern Railroad
- 1-20 West Extension

Light Rail

- I- 285

Bus Rapid Transit

- GA 400 Holcomb Bridge to Windward
- Holcomb Bridge Road
- Highway 141
- Highway 29
- South Fulton Parkway to Chattahoochee Hills

Arterial Rapid Transit

- Roswell Road
- Old Milton Parkway
- Camp Creek Parkway
- Fulton Industrial Blvd

Frequent Local Bus

- Johnson Ferry Road

Local Funding Buckets

Last Mile Connectivity Program \$25M

- Delivered by Cities
- Used to connect sidewalk/bike infrastructure

Bus stop Program \$25M

- Potentially delivered by Cities
- To provide shelters, benches, trash, and lighting

Rail Station Program \$30M

- To update amenities and provide connectivity to surrounding neighborhoods

Market based scenarios = 1.5 cents

¼ Cent Sales Tax

Bus Rapid Transit

- GA 400 to Old Milton
- Holcomb Bridge Road
- South Fulton Parkway to Highway 92

Arterial Rapid Transit

- Highway 29

½ Cent Sales Tax (Heavy Rail)

Heavy Rail

- GA 400 to Holcomb Bridge

Bus Rapid Transit

- GA 400 Holcomb Bridge to Old Milton
- Highway 29
- South Fulton Parkway to Highway 92

½ Cent Sales Tax (BRT/ART) –

(Preferred option approved by Commissioners and Mayors during the January meeting)

Bus Rapid Transit

- GA 400 to Old Milton
- Holcomb Bridge Road
- Highway 29
- South Fulton Parkway to Highway 92

Arterial Rapid Transit

- Roswell Road
- Old Milton Parkway
- Highway 141
- Fulton Industrial Boulevard
- Camp Creek Parkway

½ Cent Plus Sales Tax

Heavy Rail

- GA 400 to Holcomb Bridge

Bus Rapid Transit

- GA 400 Holcomb Bridge to Old Milton
- Holcomb Bridge Road
- Highway 29
- South Fulton Parkway to Chattahoochee Hills

Arterial Rapid Transit

- Roswell Road
- Old Milton Parkway
- Highway 141
- Fulton Industrial Boulevard
- Camp Creek Parkway

Mr. Griffin asked if MARTA looked at not crossing the river from the North Springs Holcomb Bridge Rail line.

Mr. Limmer said yes; MARTA did look at crossing Holcomb Bridge Road and having the Terminal Station at Holcomb Bridge Road.

Transit Sales Tax Revenue

- ¼ Cent
- ½ Cent with Rail
- ½ Cent with BRT/ART
- ½ Cent Plus

Federal Support for Capital Projects

- 50% funding for GA 400 Heavy Rail
- 25% funding for Bus Rapid Transit

January Public Open House

- January 10, 2018- Roswell Best Western, 907 Holcomb Bridge Road, 6:00-8:00 PM
- January 22, 2018- South Fulton Service Center, 5600 Stonewall Tell Road, 6:30-8:30 PM
- January 23, 2018- Windward Marriott, 5750 Windward Parkway, 6:00-8:00 PM
- January 24, 2018- College Park City Hall, 3667 Main Street, 6:30-8:30 PM
- 250+ Participants across the four January Meetings

Open House Results – 250+ Participants

- ¼ Cent (32%)
- ½ Cent (48%)
- ½ Cent with BRT/ART (65%)
- ½ Cent Plus (67%)

Preferred Scenario

- Top preferred scenario: ½ Cent Plus
- Second Preferred Scenario: ½ Cent BRT

Mr. Dallas referenced the BRT slide and asked if the stations were in-line stations or next to the roadway stations?

Mr. Limmer said the default design scenario is that the BRT system will have in-line or median bus stations at various points along the corridor.

Mr. Dallas made an observation that the median stations are less of a choice. He asked if light rail was still an option for I-285.

Mr. Limmer said MARTA is working with neighboring counties, GRTA and CERTA to discuss the future I-285 Corridor.

Mr. Dallas asked why is BRT not identified as an option for the managed lanes?

Mr. Limmer said the market potential was strong rail transit.

Mrs. Hardage said at the Fulton County level, light rail is an option that is currently under discussion and not ruled out.

Mr. Dallas said with the execution of the MMIP, light rail is lessened.

Mrs. Abdul-Salaam asked if MARTA was referring to the managed lane corridor that was similar to the model in San Diego.

Mr. Limmer said, yes, the corridor is similar to the Center Line Project in San Diego.

Mr. Floyd asked, how would MARTA begin a discussion about regional financial projects.

Mr. Limmer said MARTA is in the process of creating a connective vision for expanding transit throughout the region.

Mr. Tomlinson indicated that DOT is looking to approach multiple jurisdictions.

Mr. Limmer said that MARTA is in the process of creating a vision that will focus on three counties.

Resolution Authorizing the Amendment of the Fiscal Year 2018 Bus, Rail and Mobility Services Standards – Christopher Silveira, Senior Transit Systems Project Planner, Transit System Planning

On behalf of Mr. Silveira, Mr. Williams presented this resolution authorizing an amendment of the Fiscal Year 2018 Bus, Rail and Mobility Services Standards.

Overview

Study

- Initially highlighted as a recommendation in the 2015 comprehensive Operations Analysis (COA)

Goals

- Update and Improve performance metrics to make them easier to consume by the general public with indexing
- Target the metrics to balance productivity cost effectiveness, and utilization of capacity

Process

- Taskforce worked out potential solutions in Spring 2016
- Evaluated solutions over Summer 2016
- Conducted a 1-year pilot of recommendation ending in August 2017

Recommended Revisions

MARTA narrowed the recommended from a 4-Criteria Evaluation to a 3-Criteria Evaluation Process

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Before

- Passengers per Hour
- Passengers per Mile
- Net Cost per Passenger
- Farebox Recovery

After

- Passengers per Hour
- Total Cost per Passenger
- Average Load

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