

MINUTES

WORK SESSION OF THE BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

September 6, 2018

12:14 p.m.

Board Members Present

Roberta Abdul-Salaam
Robert L. Ashe III
Robert F. Dallas
Frederick L. Daniels, Jr.
Jim Durrett
Roderick E. Edmond
William "Bill" Floyd
Ryan Carter Glover
Jerry Griffin
Freda B. Hardage
Alicia M. Ivey
John 'Al' Pond

Staff Members Present

Jeffrey A. Parker
Melissa Mullinax
Jonathan Hunt (Acting)
Gordon Hutchinson
Benjamin Limmer
Stephany Fisher
Lyle Harris

Also in attendance was Robert Highsmith, Jr. and LaToya Brisbane of Holland & Knight, LLP.

Chairman's Report

Upcoming Meetings

Friday, September 28, 2018

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

Thursday, October 4, 2018

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

Approval of the August 2, 2018 Work Session Minutes

On motion by Mr. Durrett seconded by Mr. Pond, the minutes were unanimously approved by a vote of 10 to 0, with 10 members present.

General Manager/CEO Report

Update - Disadvantage Business Enterprise (DBE)

Dr. Goode presented a DBE update.

Program Purpose

- Ensure there is no discrimination in award of federally funded procurement contracts
- Level the playing field for small businesses to compete for federally funded contracts
- Remove barriers to participation
- Increase inclusion and competition in procurement opportunities

Eligibility

Once DBE is certified, they can compete for federal programs. Additionally, they can compete nationally for federally funded projects. Each state is responsible for certifying their DBE. The FTA's agent for certification is the State of Georgia. FTA guidelines say you have to be a 'for profit' business. They must meet SBA standards and have average 3-year and/or # of employees in the firm. Gross receipts cannot exceed \$23.9M for DBE and \$52.4M for ACDBE. Personal net worth cannot exceed \$1.32M.

The Authority's strategy is 3-prong:

- Compliance with FTA guidelines which are stringent
- Educate DBEs and those that want to be DBE
- Enhance economic inclusion and competition by ensuring disadvantage and small businesses compete on a level playing field

DBE KPIs

- DBE Contract Count – number of open and closed contracts in the system
- DBE Spend – (open & closed) – value open and closed DBE contracts in the system by FY quarter/year
- Active Certification Records – certification records currently on the directory; firms with multiple types will be counted for every type

Work Session

9/6/18

Page 3

- Total Certification Records – certification records currently in the system, including active, pending, closed, expired, denied, delisted and all other statuses, firms with multiple types will be counted for every type
- Firms Actively Certified – firms currently on the directory; each firm counted only once
- Firms Involved in Certification Program – firms in the system that are currently or previously certified, pending certification or any other status; each firm counted only once
- DBEs Online Certification Applications – number of online app started during month/quarter/year
- DBE Contract Audits – number of contract compliance audits conducted for active contracts during month/quarter/year
- DBE Contract Audit Points – number of contractor audit points inspected during month/quarter/year
- DBE Outreach Campaigns – number of outreach campaigns conducted during month/quarter/year
- DBE Outreach Contacts – number of contacts made by outreach campaigns during month/quarter/year
- DBE Payment Compliance – number of subcontractor payment data points created during month for reporting by prime contractors in compliance with contractual guidelines(number of days of payment to DBE)

Outreach Activities

- How to do business with MARTA
- JOC DBE Outreach – Vendor Opportunity Day
- Meet MARTA stakeholders
- Business Opportunity Luncheon
- Regional Buyers Tour
- MARTA Vendor Day
- MARTA Industry Day
- Metropolitan Intergovernmental Association of Equal Opportunity Officials
- ABL Congress on the State of Black Business
- GMSDC Business Opportunity Exchange
- GMSDC Supplier Diversity Leadership Council

* * *

In terms of goal performance, MARTA is ahead. MARTA submitted a goal of 16% to the FTA and surpassed it by performing at 23%.

Work Session

9/6/18

Page 4

Chairman Ashe asked why does the goal change from year to year.

Dr. Goode said the Authority must submit a 3-year goal. During the course of MARTA's recent outreach and education, it was discovered that some primes may not know their goal. FY 15-17 was the same all the way across.

Chairman Ashe asked at what point in the process did the goal for FY 18 get adopted.

Dr. Goode said his first briefing to the Board was to provide information on the goal. Staff then goes to the community for input and submit to FTA. MARTA is proposing a new goal of 22%. FTA will come to MARTA in October. At that time MARTA will review methodology with them.

Dr. Edmond noted that the aspirations are cut in half in one year. He requested a meeting with staff to get a better understanding of the data.

Dr. Goode explained that the methodology starts with a FTA formula. He announced an upcoming Diversity Day in October at the Atlanta Regional Commission.

Ms. Abdul-Salaam said in many of the contracts, the DBE goal is around 31%.

Dr. Goode said he looks at contract review with projecet managers and plug into formula to come up with a goal. That goal was always over 16%. Looking at other transits, there are only two agencies that outperform MARTA.

Ms. Ivey expressed concern with how MARTA establishes goals.

Dr. Goode said he and Dr. Edmond will meet and perhaps others can attend. On the subject of 'bait and switch', we look to see that the DBE is performing correctly. When audits were done, we did not see that, but staff will double its efforts to look for that. Dr. Goode said he would like to give the Board an update on methodology, because it is quite complicated. Additionally, there was a finding from the Small Business Roundtable to unbundle. MARTA staff will meet again on December 5 and December 8 to discuss whether we can safely and cost effectively unbundle federally funded projects.

Work Session

9/6/18

Page 5

Mr. Daniels said during the last Business Management Committee meeting, he brought forth concerns regarding procurement and timely payment to small business. He asked Dr. Goode to continue monitoring this concern.

Next Steps

- Pitch Tank
- Prime Roundtable
- More Industry Days

Briefing – MORE MARTA

Mr. Limmer presented this briefing.

Guiding Principles – Established by MARTA and City of Atlanta in 2016

- Balance portfolio of transit projects using multiple transportation modes
- Increase mobility for workers to and from major job centers
- Enhance commute predictability with dedicated and managed lanes and other technology
- Create a layered, integrated transportation network
- Prioritize city investments while integrating into regional transit networks
- Enhance safety and access to transit centers and MARTA stations
- Enhance ease of use and transfers within the network of transit options
- Create last-mile connectivity via circulators, multiuse paths and sidewalks
- Partner with neighboring jurisdictions to leverage transit projects

Intergovernmental Agreement (IGA)

- IGA between MARTA and City of Atlanta executed in 2017
- Defines roles and responsibilities to implement the MORE MARTA sales tax program
- Established a Program Management Office (PMO) to lead implementation activities
- Established a Program Prioritization Process and a Joint Prioritization Leadership Group (JPLG)
- JPLG forwarded the current proposed plan to the Board in May

Communications and Outreach Update

- Stakeholder Briefings
- Group/Public Presentations
- Outreach Events
- Media Briefings and Consistent Engagement
- Identify/Activate Ambassador and Champion Program

Survey Results

- More than 7,000 survey responses received – more than 77% of survey respondents are supportive or very supportive of the proposed MORE MARTA Atlanta projects
- Survey respondents' top preferences are segments of Beltline and Clifton Corridor. Consistent support for frequency and span of bus service and station improvements
- Public input, along with technical analysis and system planning, helped reduce original list of projects from 70+ to 17
- All responses and open-ended questions considered in analysis and reported results
- Public input to be used as MARTA Board approves final project list
- Big Ideas: a) build more of everything; b) build all of the Beltline; c) build more of the Beltline; d) refine what we have

Next Steps

- Review and consider public comments
- Evaluate suggestions, themes and big ideas
- Hold final JPLG meeting to consider modifications
- Brief SAC on recommendations
- Submit recommendations to the City of Atlanta MARTA Board Members
- Review recommendations to the Mayor
- MARTA Board of Directors action on October 4

* * *

On motion by Ms. Abdul-Salaam seconded by Mr. Durrett, the Board unanimously agreed by a vote of 12 to 0, with 12 members present to go into Executive Session at 1:11 p.m. to address a personnel matter.

* * *

Adjournment

The meeting of the MARTA Board of Directors adjourned at 1:32 p.m.