

MINUTES

WORK SESSION OF THE BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

March 8, 2018

12:00 p.m.

Board Members Present

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

Staff Members Present

Elizabeth O'Neill (Interim)
Jonathan Hunt (Acting)
Gordon Hutchinson
Richard Krisak
Paula Nash (Acting)
Goldie Taylor
Davis Allen
Rhonda Allen
LaShanda Dawkins
Katherine Dirga
Wanda Dunham
Abebe Girmay
Shelton Goode
Torrey Kirby
Benjamin Limmer
Dean Mallis
Ryland McClendon
Amanda Rhein
David Springstead
Emil Tzanov
George Wright

Also in attendance was Robert Highsmith and LaToya Brisbane of Holland & Knight, LLP; Keith Parker of Clayton County; David Wickert of *The AJC*.

Chairman's Report

Upcoming Meetings

Thursday, March 29, 2018

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

*Christopher Tomlinson is Executive Director of Georgia Regional Transportation Authority (GRTA) and is therefore a non-voting member of the MARTA Board of Directors

Thursday, April 12, 2018

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

Approval of the February 8, 2018 Work Session Minutes

On motion by Mr. Durrett seconded by Mrs. Hardage, the minutes were unanimously approved by a vote of 10 to 0, with 11* members present.

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Chairman Ashe acknowledged and welcomed new Board member Ryan Carter Glover.

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Legislative Update – Transit Bills

Chairman Ashe briefed the Board as follows:

Both the Senate bill and the House bill have passed their respective chambers. Currently, the Senate bill is in the House and the House bill is sitting in the Senate. We continue to work to see that first approach is one that builds on MARTA's strengths and does no injury to the existing system, does no injury to our ability to continue to provide excellent service to our existing jurisdictions and to have a seamless and cooperative relationship with whatever new entity is established by the legislation. Conversation remains ongoing. The development since our last Board meeting was public discussion of the possibility of adding Gwinnett County as a member. It is not a done deal as of yet. There is ongoing discussion about what are we doing in North and South Fulton, DeKalb. There is discussion about Cobb County – will there be a special district that is interested in transit and willing to pay for transit or will there be a county-wide approach? There was an effort made in the House legislation to create a special district in Cobb - South Cobb and Smyrna. There was insufficient consensus amongst the Cobb Delegation. It was removed on the house floor.

Ms. Abdul-Salaam said the bill that made crossover calls for a rebranding of MARTA. She asked if this was requested by MARTA.

Chairman Ashe responded that MARTA did not make that request. The MARTA brand is certainly more relevant today than ever. We continue to urge caution and deliberation in that regard. They may possibly be thinking of changing the name by which MARTA operates, but not changing MARTA's actual name.

Chairman Ashe commended staff on the \$12.5M TIGER Grant. There has been a lot of discussion about BRT in the region. This adds to More MARTA.

General Manager/CEO Report

Announcements from Interim GM/CEO:

- Board members were informed there is a handout on the TIGER grant in their informational packets
- There will be a presentation in the Board room today to acknowledge our employee who won first place at the APTA National Call Center competition
- There is good news regarding Streetcar and the lawsuit that is impending AT&T seeking reimbursement for relocation of utilities. The appeal for the decision has now expired. The matter has been put to rest.
- Regarding Union employees, MARTA management received news last Friday during negotiations that last December elections have been invalidated due to irregularities in the vote. The Union must hold another election scheduled sometime in April. Negotiations on the contract have been temporarily suspended.

Artbound – Katherine Dirga

Ms. Dirga presented an update on MARTA's Arts Program.

Artbound is creating transit spaces that are destinations in themselves so that our riders feel ownership and pride in the transit system.

How is this done?

- Through taking care of the existing art collection
- Providing music and dance and performing arts
- Installing new visual art

A major cleaning at Decatur Station was just completed.

Ms. Dirga showed visuals of some of the existing artwork in stations and status of the different stages of cleanup.

MARTA expects to launch a music and dance program this year. The music program is called *Artbound Live* and the Dance Program is called *Artbound*

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Moves. A public audition for musicians was held at Five Points. We had over 50 dates at six stations between November 15th and New Year's eve. There was a short break. The program will relaunch at Five Points next Friday. The schedule is Monday, Wednesday and Friday. Performances add a bit of lyrical beauty as passengers wait for the next train.

Upcoming projects for 2018:

- Installation of mural at H.E. Holmes Station
- Airport Station (a competition will be held for a mosaic installation)
- Midtown Station (mural)
- Grant Street under CSX Railroad adjacent to King Memorial Station (light-making project)

Coming in April; the Art in Transit Task Force along with the Artbound Advisory Council have reviewed the Art in Transit Policy that was adopted in 2016 and made revisions:

- Defining art
- Membership/community engagement
- Commissioning artwork
- Donation of artwork

Mr. Floyd asked if performers are paid.

Mrs. Dirga said they are paid a flat rate for a 3-hour gig.

Ms. Ivey said the High Museum is in conversation about furthering their partnership.

Mrs. Dirga said there have been discussion with Woodruff.

Mr. Tomlinson asked how do artist find out about MARTA's program.

Mrs. Dirga responded that they find out through advertisements on social media websites, the Art Council reached out to their contacts and through different art groups around the city.

Mr. Durrett commended Ms. Dirga for doing an excellent job.

Mr. Floyd recommended having a conversation with Karen Peyton who works with the state economic development office.

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Update - FY 18 Goals and Objectives – Rhonda Allen

Ms. Allen presented the FY 18 Goals and Objectives.

Employer of Choice – Goal 1: Position MARTA as an Employer of Choice by attracting, developing and retaining the best and brightest.

- Objective 1.1: Implement an Authority-side learning and development program that meets the needs of the departments and employees
- Objective 1.2: Develop and implement an Employer of Choice multi-media campaign

Routine Excellence – Goal 2: Demonstrate routine excellence as the standard throughout our core business operations

- Objective 2.1: Improve and enhance station appearance
- Objective 2.2: Establish a monthly digital and e-communication cadence for the Board of Directors
- Objective 2.3: Establish an Influencer Relations Plan
- Objective 2.4: Host a successful APTA Expo that is well regarded within the industry

Safety & Security – Goal 3: Create a culture and discipline of security and safety excellence

- Objective 3.1: Demonstrate improvement on safety-related KPIs
- Objective 3.2: Improve and enhance a security culture among employees
- Objective 3.3: Mature our cybersecurity program and foster a culture of cyber security awareness throughout the Authority

Fiscal Discipline – Goal 4: Maintain fiscal discipline by optimizing resources through savings, efficiencies and revenue generation

- Objective 4.1: Complete a business development plan
- Objective 4.2: Partner with ATU to seek a contract to achieve measurable workforce performance and fiscal improvements
- Objective 4.3: Maintain a balanced budget throughout the year

Service Quality – Goal 5: Maximize ridership and service quality through innovation and capital investment

- Objective 5.1: Open and operate the Integrated Operations Center
- Objective 5.2: Develop and implement an amenities action plan to better serve our jurisdictions
- Objective 5.3: Effectively and efficiently execute the capital program

- Objective 5.4: Ensure MARTA proactively maintains critical transportation infrastructure in a state of good repair
- Objective 5.5: Increase ridership and improve customer service through technology innovation
- Objective 5.6: Develop and implement a fleet replacement and expansion strategy

More MARTA – Goal 6: Achieve significant progress towards the planning and implementation of More MARTA

- Objective 6.1: Update recommendations from the Comprehensive Operations Analysis (COA) and incorporate their implementation through the Transit Development Plan (TDP)
- Objective 6.2: Implement well-executed More MARTA initiatives based on the established timelines and deliverables

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On motion by Mr. Pond seconded by Mrs. Hardage the Board unanimously agreed to go into Executive Session at 1:13 p.m. to discuss a personnel matter.

On motion by Mr. Dallas seconded by Ms. Abdul-Salaam, the Board unanimously agreed to adjourn the Executive Session at 1:41 p.m.

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Adjournment

The meeting of the MARTA Board of Directors adjourned at 1:41 p.m.