

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

October 6, 2016

The Board of Directors Planning & External Relations Committee met on October 6, 2016 at 11:03 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert F. Dallas
Jim Durrett
Noni Ellison-Southall, *Chair*
Jerry Griffin
Freda B. Hardage
Christopher Tomlinson

MARTA officials in attendance were: General Manager/CEO Keith T. Parker, AICP; Chief Financial Officer Gordon L. Hutchinson; Chief of Staff Rukiya S. Thomas; Chief Administrative Officer LaShanda Dawkins (Acting); Chief Counsel Paula Nash (Acting); AGMs Elayne Berry, Wanda Dunham, Ming Hsi, Benjamin Limmer, Ryland McClendon and David Springstead; Executive Director Ferdinand Risco; Sr. Director Donald Williams; Directors Tim Elsberry, Johnathan Hunt, Jennifer Jinadu-Wright, Sherrie Johnson and Carol Smith; Managers Alisa Jackson and Janide Sidifall; Executive Manager to the Board Rebbie Ellisor-Taylor; Finance Administrative Analyst Tracy Kincaid. Others in attendance Davis Allen, Rhonda Allen, Abebe Girmay, Nicholas Gowens, Kenya Hammond, Ryan Sager, Robin Salter, Columbus Ussery and Ryan VanSickle.

Also in attendance were Jack Buckingham of MATC; Tim Kassa and Jim Schmidt of HNTB; Merryll Mandus of GRTA.

Consent Agenda

- a) Approval of the September 1, 2016 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mr. Griffin, the Consent Agenda was unanimously approved by a vote of 4 to 0, with 4 members present.

Individual Agenda

Briefing – Quality of Service Annual Report

Dr. Salter briefed the Committee on highlights of the FY16 Quality of Service Report.

Quality of Service Survey (QOS): MARTA's ongoing customer satisfaction study

- Initiated in 1995
- Intercept interviews on buses and rail platforms
 - 6:00am to 11:00pm
 - Seven (7) days per week
 - More than 300 days per year
- Core Topics:
 - Customer satisfaction
 - Performance ratings of 51 attributes
 - Demographics and ridership behavior

Survey Methodology

- Interviewed Riders
 - 7038 intercept interviews with bus and rail patron from July 1, 2015 to June 30, 2016
- Analyzed Data
 - Conducted analyses to identify trends across prior years
- Summarized Key Findings
 - Rider Profiles
 - Satisfaction ratings
 - Customer Loyalty
 - Quadrant Analysis of Performance Ratings

Key Findings

- Trend of increased customer satisfaction continues

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- Percentage of satisfied riders for the last three years:
 - FY14: 71%
 - FY15: 74%
 - FY16: 78%
- Level of dissatisfaction continues to drop, from 17% in FY12 to 8% in FY16
- Out of 42 performance attributes 13 improved and 10 declined
- Positive changes in the FY16 quadrant analysis
- Identified strength areas related to:
 - Communication
 - Personal safety on buses, trains, and platforms
 - Weekday rail frequency/On-Time Performance (OTP)
 - Vehicle cleanliness; working station phones

Mr. Durrett asked how does MARTA select the center point for the quadrant analysis.

Dr. Salter said MARTA used the average score over a ten-year period to determine the center point.

Mr. Griffin asked which aspects of Communications performed well.

Dr. Salter said MARTA did well in three Communications attributes considered as most important to customers: *Stop announcements on buses; Trains displaying correct information; Keeping riders informed.*

Mr. Griffin asked about train announcements.

Dr. Salter said that attribute did not perform well; however, it does not fall in a strong area of importance for riders.

Mr. Griffin said train announcements are very important for infrequent riders.

Mr. Parkers said part of the issue with the train announcements has to do with aging fleet.

Mr. Dallas asked if Personal Safety has do with a bus stop's proximity to the street or the sense of feeling safe from crime at bus stops.

Dr. Salter said survey participants are not asked for an explanation, but that is something that staff can look into.

Mr. Parker said riders may not differentiate safety from security.

Dr. Salter said from a historical perspective riders see them as the same and tend to lump the two into one category. As transit professionals we know the difference, so staff will need to do more qualitative research in that area.

Mr. Parker said dissatisfaction has been cut in half, and MARTA's perception of security has improved; primarily due to "Ride with Respect". MARTA has not received any accusations of unfair treatment, which can be attributed to how MARTA Police handle nuisance behavior with respect. He added that the QOS highlights have been shared with the public.

Mr. Griffin asked if the QOS identifies customers who are outside of the metro area.

Dr. Salter said yes, the QOS includes jurisdiction of residence. She added that the majority of the participants are from the MARTA service area.

Mr. Durrett asked if surveyors ride with participants.

Dr. Salter said if a survey begins on the platform and the train arrives before it is complete the surveyor will ask the participant if it is alright to ride with them to finish it. As it relates to bus, surveyors are already onboard. However, they will not follow a participant off the bus to complete a survey.

Briefing – City of Atlanta Bike Share Program

Mr. VanSickle updated the Committee on activities related to MARTA's coordination with the City of Atlanta Bike Share Program.

About Atlanta's Bike Share Program

- In early 2016, the City of Atlanta approached MARTA to request a coordination effort related to the City's Bike Share Program
- The program will:
 - Provide shared bicycles to the public for short-term use on a self-service basis

- Include membership options and manage reservations through an app
- Operate within the City of Atlanta
- Ultimately include 500 bikes and approximately 50 "hubs"
- Be contracted to a third-party operator, CycleHop, and be cost-neutral to the City of Atlanta
- Be branded "Relay Bike Share"

Bike Share Transit Benefits

- Bike share and transit services are developing symbiotic partnerships in a number of cities across the country
- Bike share offers the following benefits to transit:
 - Accompanies existing transit services
 - Provides first/last mile access to transit passengers
 - Encourages additional activities at transit stations
 - Potentially activates underutilized public spaces on transit property
 - Supports car-free/car-lite lifestyles

Bike Share and MARTA

- The City requested bike share hubs to be located at 14 MARTA stations
- To further this effort, MARTA's internal process consisted of:
 - Identifying potential locations at requested stations
 - Review by an internal stakeholder group; including representatives from Planning, Real Estate/TOD, Architecture, Facilities, Marketing, MARTA Police, and Safety
- Launch is anticipated for Fall 2016

Consideration Factors

- MARTA considered a number of factors in identifying potential locations:
 - Safety around transit operations
 - Visibility
 - Solar power

- Paved surfaces
- Avoiding utility conflicts
- Ensuring accessibility for bike share service staff

Relay Bike Share Locations

- Relay Bike Share hubs will be located at 13 MARTA stations:
 - Nine (9) stations will have hubs on MARTA property
 - Two (2) stations will have hubs immediately adjacent in the City's right-of-way
 - Two (2) stations will be deferred until a later date, due to upcoming construction activities
 - Several stations will have more than one bike hub

Future Coordination Opportunities

- Additional coordination opportunities were identified by researching peer practices in Charlotte; Washington, DC; Chicago; Minneapolis; Phoenix; Los Angeles; San Francisco Bay Area
 - Marketing partnerships
 - Pass sales partnerships and membership discounts
 - Integrated payments using Breeze
 - Web integration, with www.itsmarta.com showing Relay bike availability by station
 - App integrations, with MARTA showing Relay bike availability and Relay's app showing real-time MARTA arrivals

Next Steps

- Finalize legal agreement
- Installation
- Launch

Mr. Dallas commended MARTA on their coordination efforts with the City of Atlanta. He said he attended the Transit/Bike Partnerships Roundtable during the APTA Annual

Meeting. The roundtable spent a lot of time discussing the Los Angeles bike share program that recently rolled out. One thing that distinguishes it from similar programs is that the transit agency itself operates the bike share system. From LA Metro's perspective it is seen as another transit opportunity to encourage last mile connectivity, which is something all transit agencies have been looking for. He added that as part of the program, LA Metro passes can be used to rent bikes. These are things to keep in mind as MARTA looks at bike share opportunities with its other jurisdictions.

Mr. Durrett said included in the City's list of projects for the 2016 T-SPLIT is approximately \$2M to expand the bike share program. So there is a near-term opportunity for MARTA, if voters decide in favor of the referendum. He added that as the Authority is in the process of reimagining and rebirthing its bus service, he is hopeful that MARTA will begin to consider how it can provide bus service to Atlantic Station; as well as shuttle service for Georgia Tech and Georgia State universities and service for the BUC shuttle.

Mr. Parker said MARTA does have some responsibility with Atlantic Station. MARTA helped to secure those vehicles, and the service is included in MARTA's federal audits to ensure certain standards are met. Therefore, it is a natural outreach for MARTA.

Briefing – MARTA's New Website

Mrs. Jinadu-Wright briefed the Committee on MARTA's Website Redesign Project.

Project Goals

- Improve User Experience
- Enhance Brand Image
- Increase Ridership
- Educate General Public
- Make Site Management Easier

Project Process

- Customer Research & Stakeholder Interviews
- Info Architecture
- Wireframe Prototyping
- Design

- Frontend and Backend Development
- Usability Testing and Site Refinements

Key Features

- Responsive Site Design
 - The interface automatically optimizes for large screens, mobile and tablet devices
- Intuitive Navigation and Improved User Experience
 - New site was designed using a human-centered approach that relied on user research to make sure site met their needs and helped them accomplish their goals
- Enhanced Trip Planning Tools
 - New tools will allow users to see arrival times for trains, map areas around the station and easily plan trips across multiple modes of transport

Mrs. Hardage asked if the website will show parking availability.

Mrs. Jinadu-Wright said that topic came up in the focus group. It is something that MARTA is working on.

Mr. Parker said staff will provide an update on the parking program in the coming months.

Mr. Dallas asked what sources will be used to populate special event information on the website.

Mrs. Jinadu-Wright said MARTA's Marketing Department will update the site using information received from partners.

Mr. Parker said MARTA has a very good relationship with the Atlanta Convention and Visitors' Bureau.

Other Matters

Mrs. McClendon announced the following events:

- Women of COMTO Breakfast
Paschal's Restaurant
October 11th 8:30am – 10:30am

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- MARTA Family Fun Day Festival
MARTA HQ Campus
October 22nd 11:00am – 5:00pm
- Clayton County Technical Advisory Committee
MARTA HQ, Bid Room
October 25th 2:00pm – 3:00pm
- WTS Atlanta Scholarship Luncheon
Georgia Aquarium
October 27th 10:00am – 12:00pm
- Clayton County Stakeholders Meeting
Clayton County Commissioners Building
October 27th 2:00pm – 3:30pm
- Soccer in the Streets “Station Soccer” Launch
Five Points Rail Station
October 27th 3:00pm – 5:00pm
- ARC State of the Region Breakfast
Georgia World Congress Center
October 28th 7:00am
- MARTA Hackathon
The Garage under Tech Square
October 28th 5:00pm – 12:00am
October 29th 9:00am – 7:00pm

Adjournment

The Planning & External Relations Committee meeting adjourned at 12:03 p.m.