

MINUTES

WORK SESSION OF THE BOARD OF DIRECTORS METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

January 4, 2018

12:30 p.m.

Board Members Present

Roberta Abdul-Salaam
Robert L. Ashe III
Robert F. Dallas
Frederick L. Daniels, Jr.
Roderick E. Edmond
William "Bill" Floyd
Jerry Griffin
Freda B. Hardage
Alicia M. Ivey
Russell McMurry*
Al Pond
Christopher S. Tomlinson*
W. Thomas Worthy

Staff Members Present

Elizabeth O'Neill (Interim)
Robert Troup
Richard Krisak
Gordon Hutchinson
Goldie Taylor
Jonathan Hunt
LaShanda Dawkins
Shelton Goode
Torrey Kirby
Benjamin Limmer
Dean Mallis
Ryland McClendon
Paula Nash (Interim)
David Springstead
Emil Tzanov
Rhonda Briggins
Abebe Girmay

Also in attendance were Dave Wickert of *The AJC*.

Chairman's Report

Upcoming Meetings

Wednesday, January 31, 2018

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

Thursday, February 8, 2018

- Planning & External Relations Committee – 10:30am
- Board – 1:30pm

* Christopher Tomlinson is Executive Director of Georgia Regional Transportation Authority (GRTA); Russell R. McMurry, P.E. is GDOT Commissioner, and are therefore non-voting members of the MARTA Board of Directors.

Approval of the December 7, 2017 Work Session Minutes

On motion by Mr. Dallas seconded by Ms. Ivey, the minutes were approved by a vote of 9 to 0, with 9 members present.

Chairman's Report

Chairman Ashe announced Chair and Vice Chair assignments for the 2018 Standing Committees of the Board as well as Board Representatives for MARTA's Ethics and Pension Committees.

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General Manager/CEO Report

Overview – Station Naming Policy – Ryland McClendon

Station Renaming Policy

- Adopted by the MARTA Board August 1995
- Guides the staff in responding to requests for changing station names
- "The name for each station shall be one which provides the greatest identification of location for the passengers of the system"
- "Proposed names should be a prominent landmark in the station vicinity or for the name of the surrounding neighborhood"
- MARTA Board can change the name of any station
- MARTA Board must approve all station name changes
- Station name changes must be reflected on all station and system signage printed Marketing materials and system announcements
- Outside entities requesting station name changes must agree to pay for the full cost or participate in programs promoting the use of MARTA
- Approved changes must be completed and paid for in one year

Next Steps

- Form a cross functional team to review the current policy and make recommendations for needed revisions
- Identify all recommended system station name changes
- Identify costs associated with proposed changes
- Present revised policy to Board for adoption
- Community outreach/notification
- Phased approach to implementation of adopted name changes

Work Session

1/4/18

Page 3

Considerations for new names: simple and easy to remember, cost, commercial appeal, longevity and substantial contributions to the community.

Mr. Daniels asked if there are any other stations that need to be considered other than the Georgia Dome and West End.

Mrs. McClendon said there are and she will come back to the Board after working with the cross functional team.

Mr. Daniels asked about depreciation of assets; has signage fully depreciated.

Mr. Hutchinson said he will check on this.

Mr. Floyd asked if station names were approved by the Board. He said he would be interested to see the history over the years. What names were proposed and what did and did not make it, etc.

Mrs. O'Neill said she would get this information.

Mrs. McClendon said she would bring back all information gathered by the cross functional team. The intent is to identify all of the changes that will be recommended to the Board, so that this can all be done in one fell swoop.

Chairman Ashe recommended proceeding with Abernathy at West End Station today, and in the coming years, certainly recognize there could be other changes.

Mrs. O'Neill said a resolution would come before the Board today recommending the renaming of West End Station.

Unsolicited Proposal Policy – Jonathan Hunt

The State Farm project highlighted the need for MARTA to develop and codify a policy. Also when Procurement canvassed the industry it was discovered that sister agencies have policies very similar.

- Who may submit a proposal? Any entity or individual can present a proposal on any subject matter. However, typically there are proposals dealing with real estate, marketing and revenue generating arenas. Criteria must be innovative and unique and it does not address or respond to a prior

Work Session

1/4/18

Page 4

need. It must contain key contact information, technical information, proof of financial ability, clear declaration of need, as well as all cost information.

- What does it cost MARTA? It cost MARTA resources. The General Manager may waive, increase or decrease; depending on the amount of resources.
- Is your information protected? The short answer is 'no'. MARTA is subject to the Georgia Open Records Act. The exception is proprietary information if you go through the appropriate steps
- Can MARTA use the information? Yes. MARTA can use the information for any purpose. MARTA can use the information to help develop a competitive solicitation.

Mr. Daniels asked if this is ethical.

Mr. Hunt affirmed that it is. For example, the genesis of Lindbergh Phase II Project was an unsolicited proposal.

Mr. Daniels asked if this policy mirrors other transit systems - MARTA can use other's ideas?

Mr. Hunt said yes, when a proposal is submitted, the proposal becomes the property of MARTA.

Dr. Edmond said if a company submits an unsolicited proposal, MARTA would do a deep dive and decide if it's something the Authority wants to do. He said if that is policy, it will dissuade people from coming to MARTA. What benefit does a company get by coming to MARTA?

Mr. Hunt said the proponent of the entity that submitted the unsolicited proposal. If we go to a competitive solicitation, the Evaluation Committee is permitted to take into account that the entity submitting the unsolicited proposal has expended time, effort and resources that resulted in the RFP to their benefit.

Dr. Edmond asked if it is possible to objectify the advantage that they get by bringing the idea to MARTA in the first place.

Chairman Ashe said years ago there was a recognition that we were putting into place a process that was not receptive to unsolicited proposals. The problem was the Board was particularly concerned about the disposal of real estate; that

Work Session

1/4/18

Page 5

MARTA may in many instances lack the resources to fully evaluate the market value of certain proposals and the only way to get a full sense of whether we were getting a fair proposal was to put it out to market. Your proposal, which is to formalize some amount advantage for those that brought it to us in the first place could work and would protect our fiduciary responsibility to ensure that we are maximizing the public's return on the assets we are entrusted with.

Dr. Edmond responded that real estate is a specific area where there is no way to know the proper value unless we put it out. Why not consider dealing with real estate in a separate arena? People who bring MARTA great ideas need to be given an advantage.

Ms. Abdul-Salaam asked who is on the Evaluation team.

Mr. Hunt said the team consists of departmental subject matter experts and any external expertise that may be needed.

Mr. Tomlinson suggested staff go back and look at the language for this policy.

Trash at Station Concessions – D. Springstead

There are a limited amount of concessions on the system at this time. There are vending machines at a handful of stations – light vending; drinks, snacks. Phase II has full utilities. The pilot will consist of 4-5 stations. The kick-off is about one year away. Staff is keeping an eye on cleanliness. Littering and graffiti is being monitored. The goal is to focus on people, process and technology.

Passenger Environment Study

Once data is received from Research & Analysis, the information is entered in a station-by-station template. Each line supervisor will have their individual dashboard to work with. We will also leverage the 4DX program.

- Readdress the operating budget
- Look at Capital Improvement Program to look at customer-facing projects
- Custodial & Facilities – small repairs and industrial clean up on an on-call basis
- Go back and readdress contracts with contractors
- On the spot audits of contractor
- Training will be moved from two weeks to eight weeks

- Station Tour Program – management must be aware of the condition of their stations and be accountable
- Mandate every station, every year
- Create a new rotation for supervisors and them out on the system
- Wayside procedure being revised
- Revise track inspection team
- Relying on Chief of Communication for a cleanliness campaign
- Police work hand in hand

Search Committee Update

Mr. Daniels reported that the Committee has had conversation with MARTA's search firm Greg Moser of Krauthamer & Assoc. There has been some difficulty with candidate search due to the holidays, but we expect the pace to pick up. A job description will go out tomorrow to all public transportation websites, job websites and other appropriate sites.

Chairman Ashe said on Dr. Edmond's suggestion and to ensure a wide range of candidates, a decision was made to include in the job description that transit experience would be a significant plus, but it would not be required.

State Transit Governance & Funding

Chairman Ashe reported there is a fair amount of discussion occurring around Transit Governance & Funding. A Board Retreat was held last winter where the MARTA Board discussed principles. The Board continues to be guided by those principles. Any Board members interested in an update, please contact Chairman Ashe. He encouraged Board members to stay in touch with their appointing jurisdictions. This will be MARTA's primary focus during the 2018 General Assembly.

Ms. Abdul-Salaam asked if there is anything the Board should be aware of.

Chairman Ashe said the Board's 2018 Legislative Agenda has been approved. MARTA's lobbyist will be on point to ensure that MARTA constructively engage. It is his hope that the region continues to build.

Mr. Dallas pointed out that the requirement for affordable housing used to be regional, but now it is by zip code. This will be positive for MARTA's TOD locations.

Work Session

1/4/18

Page 7

Chairman Ashe pointed out an article in the NY Times where there was discussion about MTA and its challenges and the expense of subway lines. He noted that these are important metrics and asked staff to research.

Mr. Floyd asked if the MARTA Board had a discussion about regional transit governance.

Chairman Ashe said there was a Board Retreat last February. Some principles were circulated. It was observation about the system and what was valuable. The Board settled on things that everyone could unanimously agree on.

Dr. Edmond said the big question is what is it going to take for the State to give MARTA funding. In order for Georgia to move forward in terms of transit, there has to be cooperation. You cannot ignore the 40 years of investment by City of Atlanta, DeKalb and Fulton Counties and now Clayton County There are two ways to approach it:

- Pay now
- Commit long term

The State will most likely want equal voting rights if they commit to fund long term. He asked fellow members to think about this as a solution.

Chairman Ashe the current system for all its imperfections does reflect some amount of local control of local funding. There is some proportionality and there is some local accountability. Chairman Ashe noted that he personally thinks it is a bad idea to chase annual appropriations. It would not be fiscally prudent for MARTA to be on annually appropriated funds

Dr. Edmond said he thinks everyone agree that Georgia and the region would be much better if everyone came together. Atlanta, Fulton, DeKalb has been invested in 40 years and that needs to have some significance.

Mr. Griffin noted that the attitude of the State towards MARTA has changed. The other thing is the need for transit. State appropriations – I couldn't agree more. We need to continue doing a good job. MARTA ties the region together. Clayton is part of a system where you can go from Lovejoy to Alpharetta.

Dr. Edmond thanked Mr. Griffin for his comment. He said he wanted to point out that MARTA was doing a yeomen's job; when the State was saying otherwise. MARTA went through a depression during 2007-2008 where 50% of operating

capital come from the sales tax – nobody was buying. The reserves went down. Staff did a great job of scaling down costs under a terrible situation that was no fault of their own.

Ms. Abdul-Salaam said we have to think about those in Waycross or perhaps Dublin, George. We must remember that only about 40 of the House members and approximately 10-15 of the Senate are metro Atlanta. We must remember those members that are not in the metro area proper.

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Adjournment

The meeting of the MARTA Board of Directors adjourned at 1:31 p.m.