

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

October 4, 2018

The Board of Directors Planning & External Relations Committee met on October 4, 2018 at 10:33 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
William F. Floyd
Jerry Griffin, Chair
Freda B. Hardage
John "Al" Pond
Christopher S. Tomlinson*

MARTA officials in attendance were: General Manager/ CEO Jeffrey A. Parker; C-Suite Team Members Chief of System Safety, Security & Emergency Management/Police Wanda Dunham, Chief Financial Officer Gordon L. Hutchinson, Chief of Staff Melissa Mullinax and Chief Counsel Elizabeth O'Neill; AGMs Elayne Berry, LaShanda Dawkins, Charles Middlebrooks (Acting), David Springstead, Kirk Talbott and Thomas Young (Interim); Chief Information Security Officer Dean Mallis; Executive Director Shelton Goode; Senior Directors Donna DeJesus (Acting), Lyle Harris (Contract) and Jennifer Jinadu-Wright; Directors Rhonda Allen, John Cochran (Acting), Remy Saintil and Donald Williams; Managers Davis Allen, Tony Griffin and Richard Thomas; Manager Executive Office Administration Tyrene Huff; Department Administrators Debra Oliver. Others in attendance Hunter Abel, Ed Bishop, Adrien Carter, Amar Gannarapu, Abebe Girmay, Cedric Griffin, Victor Hall, Ed Kennedy, Leeshu Kennedy, Don Lawrence, Courtne Middlebrooks, Ramesh Mullaguru, Terry Ponder, LaTonya Pope and Akio Turner.

Also in attendance Erik Burton of HNTB; Edem Dzakwasi of Economic Decisions Group; Dominique Huff of Home Rule News; Helen McSwain of MATC; Melany Reynolds of HNTB; Rob Ross of KHA and Doug Sams of Atlanta Business Chronicle.

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

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Approval of the September 6, 2018 Planning & External Relations Committee Meeting Minutes

On motion by Mrs. Hardage seconded by Mr. Pond, the minutes were unanimously approved by a vote of 5 to 0, with 5 members present.

Briefing – Results of Public Hearings on Service Modifications for December 2018

Mr. Williams provided an update on proposed service modifications for December 2018.

Public Hearing Locations:

- Monday, September 17, 2018
Fulton County Government Center
141 Pryor Street
Atlanta, GA 30303

- Tuesday, September 18, 2018
Clayton County Water Authority
1600 Battle Creek Road
Morrow, GA 30260

- Wednesday, September 19, 2018
DeKalb Maloof Auditorium
1300 Commerce Drive
Decatur, GA 30303

Community Outreach:

- City of Atlanta Neighborhood Planning Unites – (25)
- Senior Centers (Meetings) - (2)
 - Trinity Towers
 - Lakewood Christian Manor
- Distributed Outreach Email Database – (500+)

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Station Outreach – Five (5) stations / (5,000) flyers distributed:

- College Park
- East Point
- Lakewood/Fort McPherson
- Oakland City
- West End

Advertisement:

- Atlanta Journal Constitution
- ACE III/ Champion
- Clayton Daily News
- Crossroads & South DeKalb County
- MARTA Website
- Neighbor Newspapers
- Mundo Hispanico
- Social Media (Facebook, Twitter, etc)

Non-English-Speaking Communities Notice Distribution:

- Asian American Resource Center Gwinnett
- Atlanta Chinese Community Church
- Buford Farmers Market Media Distribution Desk
- Center for Pan Asian American Community Services
- Chinese Community Center
- Dinho Super Market
- Happy Valley Restaurant – Jimmy Carter Blvd.
- Ho Pin Market Media Table
- Hong Kong Market – Jimmy Carter Blvd.
- Korean Community Center – Buford Highway
- Super H-Mart- Doraville/Peachtree Industrial & I-285
- Vietnamese Market/Buford Highway

Public Hearing Attendance:

- Attendance – (58)
- Speakers – (34)
- Media – (1)

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Additional Public Hearing Comments:

- Emails – (1)
- Letters – (0)
- Petitions – (3) regarding route 79
- Public Comment Line – (17)
- Public Comments:
- Oppose December Service Changes
 - Total Comments: 33
 - Routes: 79 (majority)
- Support December Service Changes
 - Total Comments: 0
 - Supported change/didn't support change
 - Route:79
- Service Change Notification
 - Total Comments: 1 (did not receive notice)
- Rail
 - Total Comments: 1 (request for additional rail in S. DeKalb)
- Bus on Time Performance
 - Total Comments: 2
 - Route: 3
- Pedestrian Safety
 - Total Comments: 0
 - Route:
- More Service
 - Total Comments: 0
- Changes to Other Routes
 - Total Comments: 2 (comments to change the route structure)
 - Route: 3

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Considering routes 89, 95,178 and 872 are connected networks stations, changes to route 79 have been placed on hold.

Mrs. Hardage indicated that she chaired the Fulton County Public Hearing and the biggest concern with route 79 was safety regarding the walk from Oakland City to Christian Manor versus East Point. Per the patrons, Oakland City and Christian Manor is a crime ridden area.

Mr. Floyd acknowledged Mr. Williams for an excellent presentation.

Mr. Parker thanked Mr. Williams for his service with MARTA noting that he and Mr. Williams began their career at MARTA during the same time.

Mr. Williams said MARTA is his second family and it's a bitter sweet opportunity leaving the Authority. He also thanked the MARTA Board, Mr. Parker and staff for the opportunity to serve the Board as well as the Authority.

Briefing – Customer Service Center Report Summary FY 18

Mr. Bishop presented a summary of activities for the Customer Service Center FY 18.

The office of Customer Service falls under the leadership of the AGM of Planning, Ben Limmer and managed by Donna DeJesus.

Office of Customer Services:

- Reduced Fare Eligibility – Certifies and issues Reduced Fare and Paratransit/Mobility Breeze Cards to senior citizens, person with disabilities (physical and mental) and Medicare cardholders.
- Lost and Found – Central repository for items lost and recovered on buses, rail cars, Streetcar and in rail stations and parking facilities
- Customer Care Center – Made up of two (2) separate call centers
 - Customer Information Center – provides bus/rail schedule and trip itinerary planning services, general system information (Customer Information Booth – Five Points)
 - Customer Service Center – Authority's inquiry resolution center (support staff assigned to each garage – Bus & Mobility)

Customer Service Center:

The goal of the Customer Service Center is to take steps to improve the customer's experience by:

- Receiving, processing, responding and tracking service-related inquiries and Breeze Card concerns, suggestions and employee commendations
- Responding to immediate bus, rail, Mobility and Streetcar inquiries
- Working with various offices to resolve re-occurring issues

Customer Complaint Process:

- Customer contacts Customer Service Center (phone, e-mail, letter, walk-in)
- Customer's concern entered into Complaint Resolution Software (H.E.A.T) (unique tracking number assigned to report)
- Report forwarded to subject matter expert for investigation and corrective action
- Findings forwarded to Customer Service Center and customer contacted and made aware of resolutions

Customer Service Center Summary of Activities FY18:

- 107,546 – Calls Received (425 average per day)
- 14,342 – Emails Received (57 average per day)
- 8,848 – Breeze Cards Registered (35 average per day)
- 23,777 – Reports Documented (94 average per day)

Report Breakdown by Type:

- Breeze – 12,815 (53.9%); due to breeze Card conversion blue to silver cards
- Inquiry – 8,040 (33.8%)
- Request – 1,584 (6.7%)
- Commendations – 1,000 (4.2%)
- Suggestions – 338 (1.4%)

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Breeze Reports:

- Increased July 2017 due to Breeze Card conversion (Balance transfers)
- Increased January to June 2018

Mr. Dallas asked what is the meaning of the term reports.

Mr. Bishop said MARTA references reports as the data with the customers' profile enclosed, which is similar to a ticket.

Breeze Top Categories:

- Balance Transfer Request (increased 15.5%)
- BVM Malfunction
- Product Load Failure (Web Ticketing)
- Additional Fare Deducted
- Product Conversion Request
- Failure to Load (Inactive BC)
- Loading Fare on Bus

54% of the Breeze Reports entered are positive services provided to customers.

Inquiry Reports:

- 6.7% Authority-wide complaints / 100K Boarding average for FY18
- Bus, Rail, Mobility makes up approximately 39.3% of all Inquiry Reports entered

Authority-Wide Top Categories:

- No show (Bus/Mobility) -156 increase
- Pass up (Bus) – 74 increase
- Bus late (Bus/ Scheduling)
- Late pick up (Mobility) - decreased two (2) years
- Late drop off (Mobility)
- Discourteous (Authority-wide)

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Mr. Tomlinson asked if the data from slide 9 was from customer complaints or verified data.

Mr. Bishop said the report illustrates customer comments and not valid complaints.

Authority-Wide commendations dropped:

- 83 / FY18
- 101 / FY17

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Authority-Wide commendations dropped:

- 83 / FY18
- 101 / FY17

Commendations Top Departments:

- Mobility (decreased, but lead the way as the most received)
- Bus Operations
- Customer Services (Big drop 40X Campaign)
- Mobility Reservations
- Rail Operations
- Station Services

Top Commendation Recipients:

- Robyn Jeoffroy – Past APTA Call Center Challenge Recipient (13 Commendations)
- Mallory Wright – Current APTA Call Center Challenge Recipient (11 Commendations)
- Demetria McCaskill – Bus Operations (10 Commendations)
- Michael Welsh – Bus Operations (9 Commendations)
- Shetterria Williams – Mobility Reservations (10 Commendations)

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MARTA All-Stars:

- Vantricisa Sims-Benjamin – Mobility Reservations (8 Commendations)
- Chaticha Gray – Customer Service Center (7 Commendations)
- Michael Lay – Customer Information Center (6 Commendations)
- Elizabeth Walton – Rail Operations (4 Commendations)
- Joseph Baptiste – Station Services (4 Commendations)

Summary:

- The number of Breeze related reports increased 16.7% due to the Breeze Card conversion and the July 9th deadline to utilize fare on old blue Breeze Cards.
- Slight 6.3% increase in Authority-wide inquiries due to an increase in “No Show”, “Bus Late” and “Late Drop Off” reports
- Commendations were down 17.1% from the previous year

Look Ahead:

- Breeze Card Renewal – Reduced Fare and Mobility Breeze Card renewal beginning January 2019
- Super Bowl LIII Preparation – Determining the operational plans for supporting service delivery
- Continuous Improvement of Processes – Determining the operational plans for supporting service delivery

Mr. Pond asked if the All- Star Top Commendation Recipients are awarded compensation incentives or list of recognition.

Mr. Bishop said each recipient is forwarded out to management teams and some departments acknowledge recipients during Safety Meetings and Team Briefings.

Mr. Durrett said he printed out a Facebook conversation regarding a MARTA incident and asked how does MARTA monitor social media including Facebook, Twitter and Read It.

Mrs. Jinadu-Wright said MARTA monitors social media with a variety of resources seeking current trends and what people are discussing.

Mr. Griffin asked how does MARTA respond to complaints regarding late bus arrivals.

Mr. Bishop said MARTA has GPS capability through Transit Master software and can track the bus arrival and departure times. He also mentioned that non-current late arrivals are investigated through departing route garages and any issues are addressed.

Mr. Griffin asked how does MARTA respond to an external complaint.

Mr. Young said MARTA utilizes a video system to investigate late bus arrivals.

Other Matters

* * *

Adjournment

The meeting of the Planning & External Relations Committee adjourned at 11:02 a.m.