

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

July 31, 2019

The Board of Directors Planning & External Relations Committee met on July 31, 2019 at 9:32 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert L. Ashe, III, **Chair**
Jim Durrett
William 'Bill' Floyd
Roderick A. Frierson
Jerry Griffin
Alicia M. Ivey
John 'Al' Pond
Rita A. Scott
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 of Bus Collie Greenwood, Chief Financial Officer Gordon L. Hutchinson, Chief of Staff Melissa Mullinax, Chief Counsel Elizabeth O'Neill, Chief of Capital Programs, Expansion & Innovation Franklin Rucker and Chief of Rail Operations David Springstead; AGMs Marsha Anderson Bomar, Don Williams (Acting) and Tom Young (Interim); Executive Director Paula Nash; Senior Directors Pia Forbes, Jennifer Jinadu-Wright, Colleen Kiernan, Larry Prescott and Jacob Vallo; Directors David Emory, Jacqueline Holland (Acting), Jonathan Hunt, Adam Shumaker and William Taylor; Manager Stephany Fisher; Sr. Executive Administrator Ashanti Boothe, Sr. Executive Administrator Kenya Hammond; Department Administrator Debra Oliver. Others in attendance Hunter Abel, Annmarie Boyd, Katherine Dirga, Abebe Girmay, Don Lawrence, Andrew McBarney, Courtne Middlebrooks, Terry Ponder, LaTonya Pope and Cassandra Whitfield.

Also in attendance Pam Alexander of LTK Engineering; John Bayalis of ARC; Shane Blatt of Arcadis; Jim Schmidt of HNTB and David Wickert of *the* AJC.

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

Approval of the June 28, 2019 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mr. Griffin, the minutes were unanimously approved by a vote of 7 to 0, with 8* members present.

Briefing – Overarching Branding for Capital Projects Improvements

Ms. Jinadu-Wright provided an overview of Capital Projects new branding.

The Authority is seeking to improve transportation as well as the experience for patrons To ensure the general public have a clear understanding.

Goal

- Develop a comprehensive, overarching brand to represent all capital projects that would be both recognizable and transformative
- Ensure that customers, employees, businesses and stakeholders understand the breadth and impact of MARTA's Capital Program

The Authority's current branding have various looks. Some look like they are connected to MARTA and some appear to stand alone. Staff wanted to find a way to bring all brandings together under an umbrella brand so that people can understand the Authority's vision.

MARTA 2040 Name Rationale

- Embodies MARTA's vision of what transit will be like twenty (20) years from now
- Demonstrates MARTA's long term commitment to providing solutions to our customers
- Manages expectations that the programs will not be completed overnight

MARTA 2040 Logo Rationale

- Pairs the true MARTA logo with bold, angular font
 - Demonstrates the interdependence between the present and the future
 - Evokes strength and consistency paired with a modern tone
- The two dynamic, gradient stripes serve to energize the logo

- Tagline “Transforming Transit” provides context and reveals MARTA’s vision for the next twenty (20) years: a transformation of the system to meet the needs of modern travelers

Mr. Tomlinson asked what would happen to MARTA’s current logos?

Ms. Jinadu-Wright said MARTA’s current logos would be replaced with the new MARTA 2040 Transforming Transit logo.

Mr. Tomlinson asked what is the projected timeframe to use the new logo.

Ms. Jinadu-Wright said the Authority is currently working to complete the project lists and look forward to rolling it out with the airport project.

Mr. Griffin asked how did MARTA staff roll out the State Road and Tollway Authority into MARTA’s logo.

Ms. Jinadu-Wright said a special logo was used between MARTA and SRTA for that partnership. The Authority would replace that logo with the MARTA 2040 logo. It would be co-branding with SRTA and MARTA.

Mr. Durrett said the new branding is a great idea. He suggested that the Authority be prepared to receive negative commentary. He said we will see improvements in 2040 and we should proactively position ourselves for this vision.

Mr. Floyd asked if the MARTA 2040 logo process require additional branding agencies.

Ms. Jinadu-Wright said no, the Authority is streamlining various MARTA primary logos.

Mr. Floyd asked does MARTA allow other companies to use the MARTA 2040 logo.

Ms. Jinadu-Wright said no, the MARTA 2040 logo would only be used for Capital Projects within the Authority.

Mr. Ashe said the Authority is not changing the MARTA logo. The signage that appears next to Capital Projects would be changed.

Mr. Parker said the MARTA 2040 logo would be applied to MARTA’s Capital Projects in the event it was in conjunction with another entity such as SRTA or GO Transit.

Mr. Tomlinson said there are some Capital Projects that will go beyond 2040. He asked how would Capital Projects entering the final phase in 2050 support the MARTA 2040 logo.

Mr. Rucker said the Authority may enter into another program beyond 2040 which would include 2050.

Briefing – FY19 4th Quarter Media impressions – April, May, June

Ms. Forbes presented an overview of the media relations activities during the 4th quarter of FY19.

Summary of the 4th Quarter

- The Authority released eight (8) press releases and media alerts
- More MARTA Atlanta Sequencing Vote - Forbes Top 500 Employer
- MARTA Pop-up Shops - North Avenue TOD Procurement
- MARTA Storybus

Talking Numbers

- Reached an audience of nearly twenty-one (21) million people
- Media coverage had n advertising value equivalent of approximately \$10.9 million

MARTA Makes News

- Positive News Coverage (29%)
- Neutral News Coverage (56%)
- Negative News Coverage (15%)

In Comparison to the Previous Quarter

- Positive was up 9%
- Neutral was down 1%
- Negative was down 8%

MARTA Makes the Headlines

- Get on Board Day
- Police Officers Award Ceremony
- MARTA Sequencing
- TOD Procurement

MARTA Moves Atlanta on July 4th

- Made quite a big hit with providing rail and bus service on July 4th
- Peachtree Road Race & Fireworks
- AJC covered MARTA's service provision on July 4th

Looking at the percentages from the MARTA Makes News slide, Mr. Pond asked what are some examples of negative news coverage.

Ms. Forbes said the MARTA Sequencing Vote is an example of negative news coverage.

Resolution Authorizing an Increase in the Authorization for Planning Support and Technical Services, RFP P39820

Mr. Rucker presented a resolution authorizing the General Manager/CEO or his delegate to enter into a Contract authorizing a \$26K increase in the authorization for Planning Support and Technical Services with AECOM Technical Service, Inc., Graystone & Co., Inc. d/b/a Graystone Management Solutions and HNTB Corporation and WSP USA Inc.

The Authority initiated a Contract in FY2017-18 for general planning services in which three (3) vendors were selected. The primary scope of that work was to provide critical support for development and implementation of planning real estate transit-oriented development.

During FY18-19, fifteen (15) total work orders have been issued to HNTB Corporation, WSP USA, Inc., and AECOM Technical Services, Inc., each with a defined, not-to-exceed amount, and the contractual authorization of \$15M of base year funds in fully-obligated by these work orders.

The base term funding of \$24M with two (2) option years.

Mr. Floyd asked what does "soft cost" include.

Mr. Rucker said soft cost indicates the amount of funding use to plan and design projects.

Mr. Floyd asked if the planning process considered conceptual planning.

Mr. Rucker said yes, conceptual planning is an element of planning.

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Mr. Williams said a lot of the Authority's current projects are conceptual. As staff continues the planning process, the ideal is to define better. This would allow the Authority to improve the cost estimate to complete a project.

Mr. Floyd asked if conceptual planning allowed the Authority to hire a consultant outside of MARTA's staff.

Mr. Rucker said yes, conceptual planning consist of external support.

Mr. Griffin asked for an overview of "soft cost".

Mr. Rucker said soft cost includes planning, preliminary engineering, final design and Project Management Construction Management (PMCM). These are all components of managing a program and projects within the program.

Mr. Ashe asked if the additional planning funds for Atlanta and Clayton County projects would be paid form from the ½ cent for City of Atlanta and the 1 cent for Clayton County.

Mr. Rucker said yes, Fulton County work is actually coming out of State of Good Repair funding which is 1 cent. Clayton County is the reserved allocation from Clayton County and the City of Atlanta is ½ cent.

Mr. Ashe asked would DeKalb County be paid out of the 1 cent, as well.

Mr. Rucker said yes, 1 cent will cover DeKalb County.

Mr. Ashe asked if Atlanta pays for Atlanta's planning, Clayton pays for Clayton County's planning and the whole system pays for Fulton and DeKalb Counties planning.

Mr. Rucker said yes, Atlanta would pay for Atlanta, Clayton would pay for Clayton and all counties would pay for Fulton and DeKalb Counties until a referendum is passed.

Mr. Tomlinson asked would the request for \$24M be sufficient to bring all projects through the alternative analysis piece.

Mr. Rucker said the \$24M would be in one (1) year increments. Each work order would reflect the estimated value of the work completed.

Mr. Tomlinson asked how long would a budget of \$24M last.

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Mr. Rucker said it depends upon the project.

Mr. Floyd asked if the fund for the contract a fixed cost.

Mr. Rucker said no, the contract did not call for a fixed lump sum price. These are anticipated hours and rates.

Mr. Parker said the Authority has negotiated a scope of work with deliverables for each consultant to deliver a scope of work for a certain fee.

Mr. Rucker said every time the Authority negotiates a work order, hours are also negotiated.

Ms. Scott asked what is the comprehensive definition of the transit center.

Mr. Rucker said the transit center indicates that the Authority is evaluating the potential of building a transportation center in South DeKalb and looking at how to re-structure routes to support the center.

Mr. Floyd asked when should the Authority request funding from the federal government to participate in projects.

Mr. Parker said the Authority is advancing towards applying for federal funds. Staff is following the federal process with current projects. Once the projects reach the project development phase, then, the Authority would be eligible to apply for federal funds.

Mr. Durrett said the discussion surrounding this request has been a good one. Forty million has been obligated towards planning services. Mr. Rucker has done a thorough analysis of the Authority's CIP. To advance, an additional \$20M will be needed.

On motion by Mr. Durrett seconded by Mr. Pond, the resolution was unanimously approved by a vote of 8 to 0, with 9* members present.

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Adjournment

The meeting of the Planning & External Relations Committee adjourned at 10:24 a.m.