



PLANNING & EXTERNAL RELATIONS COMMITTEE MEETING

Metropolitan Atlanta Rapid Transit Authority

Thursday, February 8, 2018

10:31 a.m.

MEETING SUMMARY

Board Members Present

Robert F. Dallas
Jim Durrett
Jerry Griffin
Freda B. Hardage
John (Al) Pond

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Consent Agenda

1. Approval of the January 4, 2018 Planning & External Relations Committee Meeting Minutes

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

Individual Agenda

1. Briefing – Customer Experience Initiatives

The Board received a presentation on a series of initiatives that are being implemented within the station to improve the Customer Service experience.

2. Resolution Authorizing the Solicitation of Proposals for the Procurement of MARTA's Mystery Customer Program

On motion by Mr. Durrett seconded by Mr. Dallas, the Board unanimously approved the resolution by a vote of 5 to 0, with 5 members present.

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3. Briefing – Results of Public Hearings on Service Modifications April 14, 2018

The Board received results of the Public Hearing on service Modifications for the April 14, 2018 markup. Hearings were held at:

- Decatur Recreation Center
- Clayton County Library
- College Park Safety Complex

4. Briefing – Media Impressions Quarterly Update

MARTA's goal is consistent messaging across all outlets – broadcast, print and online.

5. Briefing – More MARTA Program Development Update

2018 Work Program

- Expanded service frequencies and span
- Bus Service
- Community circulators
- High capacity transit
- Initiate Campbellton Corridor Transit Initiative (BRT/LRT)
- Clifton Corridor Transit Initiative Project Development
- Atlanta Streetcar Extension Design
- Reynoldstown/Inman Park pedestrian enhancements
- Oakland City elevator access
- Comprehensive shelter program

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The meeting adjourned at 11:32 a.m.