

**MINUTES**  
**MEETING OF THE BOARD OF DIRECTORS**  
**PLANNING & EXTERNAL RELATIONS COMMITTEE**  
**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**  
**August 2, 2018**

The Board of Directors Planning & External Relations Committee met on August 2, 2018 at 10:32 a.m. in the Board Room on the 6<sup>th</sup> Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

**Board Members Present**

Roberta Abdul-Salaam  
Robert F. Dallas  
Frederick L. Daniels, Jr.  
Jim Durrett  
Jerry Griffin  
Freda B. Hardage  
Russell McMurry, P.E.\*  
Christopher Tomlinson\*

MARTA officials in attendance were: General Manager/ CEO Jeffrey A. Parker; Deputy General Manager A. Robert Troup; C-Suite Team Members Chief of Police & Emergency Management Wanda Dunham, Chief Financial Officer Gordon L. Hutchinson, Chief of Staff Melissa Mullinax and Chief Counsel Elizabeth O'Neill; AGMs Elayne Berry, LaShanda Dawkins, Victor Hall (Acting), Benjamin Limmer, David Springstead, Emil Tzanov and Thomas Young (Interim); Chief Information Security Officer Dean Mallis; Executive Director Shelton Goode; Senior Directors Lyle Harris (Contract), Amanda Rhein and Donald Williams; Managers Davis Allen and Stephany Fisher; Manager Executive Office Administration Tyrene Huff; Sr. Executive Administrator Ashanti Boothe; Department Administrator Debra Oliver. Others in attendance Hunter Abel, Jonathan Brathwaite, Officer Alphonse Eugene, Abebe Girmay, Tamara Hunte, Leeshu Kennedy, Courtne Middlebrooks, LaTonya Pope and Tracie Robertson.

Also in attendance Erik Burton of HNTB, Edem Dzakwas of Economic Decisions Group, Rob Ross of KHA, Rick Simonetta of Burns Engineering, Grady Smith of UHB and Lesley Walker of Contente Consulting.

**Consent Agenda**

---

- a. Approval of the July 11, 2018 Planning & External Relations Committee Meeting Minutes

\*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.

On motion by Mrs. Hardage seconded by Mr. Dallas, the Consent Agenda was approved by a vote of 4 to 0, with 4 members present.

**Briefing – DeKalb County Transit Master Plan Update**

---

Mr. Williams provided an update on the DeKalb County Transit Master Plan.

*DeKalb County Transit Master Plan Identified Goals:*

- Address mobility challenges within DeKalb County
- Enhance future development opportunities
- Improve the quality of life

DeKalb County has a vision that will connect to the Region in 2019.

*Study Focus*

- DeKalb County considering Transit Oriented Development (TOD)
- Live, work, play and use transit
- Improve the overall availability of transit (ensure that the transit is affordable and effective)
- Make sure thriving and emerging areas have transit services

Buses play a tremendous part within DeKalb County.

*Modes to Consider:*

- Frequent & Local Fixed Routes
- Flex-Micro transit
- Arterial Rapid Transit
- Bus Rapid Transit in Express Lanes
- BRT along major corridors
- Light Rail – Clifton Corridor
- Heavy Rail – Indian Creek to Mall of Stonecrest

*Project Timeline*

- Publish final Transit Master Plan July 2019

## **Planning & External Relations Committee**

**8/2/18**

**Page 3**

Next step for DeKalb

- Engage key stakeholders
  - DeKalb County Citizens
  - DeKalb County Government
  - DeKalb County Municipal Association – Mayors
- Gather Relevant Data

Mr. Dallas asked if the I-20 Locally Preferred Alternative Corridor included inside or outside the Perimeter analysis.

Mr. Williams said MARTA did look at Bus Rapid Transit (BRT) along I-20 and analysis was done inside the Perimeter throughout Downtown area.

Mr. Dallas asked was the analysis more comprehensive or equivalent outside the Perimeter.

Mr. Williams said the analysis was equivalent and two options were available; BRT from Wesley Chapel I-20 going through Downtown and the extension of Indian Creek through Mall of Stonecrest.

Mr. Daniels mentioned that the South DeKalb Community felt deprived and asked for clarification regarding the conservation with stakeholder of affordability for heavy and light rail along with BRT.

Mr. Williams said MARTA adopted heavy rail as the LPA for the I-20 Corridor.

Mr. Daniels said heavy rail does not appear to be a realistic option for the I-20 Corridor.

Mr. Williams said MARTA will discuss additional options in the future.

Mr. Parker said he attended jurisdictional meetings and was able to create an outline advancing projects within MARTA.

Mr. Daniels said over the years MARTA has reviewed the environmental study and LPA options advancing to federal funding. He suggested that MARTA needs to better communicate with the citizens as to why we have not moved this forward. MARTA needs to communicate in plain language (and not transit jargon), the realistic possibilities.

Mr. Parker said MARTA will be committed to keeping the conversation open and honest.

**Resolution – Resolution to Adopt Clayton County Transit Initiative Locally Preferred Alternative**

---

Mr. Williams presented a resolution to adopt Clayton County Transit Initiative Locally Preferred Alternative, defining the mode and general corridor alignment, as part of the Clayton County Transit Initiative.

The Clayton County High Capacity Transit Study has identified the Purpose and Need for transit in Clayton as follows:

- Provide greater Access to Jobs and Education
- Improve Regional Connections and Travel Options
- Address Growing Demand for Transit
- Support Land Use and Economic Development

Mrs. Abdul-Salaam asked who chose the LPA.

Mr. Williams said the LPA was chosen by the Committee, feedback from public meetings and stakeholders within Clayton County.

Mrs. Abdul- Salaam asked was a vote taken regarding the LPA.

Mr. Williams said The Citizen Advisory Committee provided input to the overall process and the Board of Commissioners was responsible for voting.

Mr. Griffin said the plan came from Clayton County Citizens whom were appointed by the Board of Commissioners. He also said, MARTA adopted what was recommended by the Board of Commissioners.

Mrs. Abdul- Salaam said that she did not recall the Board of Commissioners recommending.

Mr. Griffin said in the previous meeting at Clayton State University.

Mr. Daniels asked who was the group that provided recommendation for MARTA.

Mr. Williams said the Citizens Advisory Group and stakeholders.

Mrs. Abdul-Salaam said from the beginning there was no discussion dividing a plan or multiple plans. There was consensus and an overall plan to figure out how to operate high-speed options. However, there was no separation, no division and no discussion about dividing the process until approximately three (3) months ago. During a previous County Commission meeting, a presentation was created by the MARTA Staff and Consultants. Once the presentation was made, I asked when did the process change. My level of involvement has been ground zero from day one. When significant changes are made, I as a MARTA Board member do not feel like my input has been considered nor have my questions been answered. Someone is driving this train with a bullseye on their destination and it is not the Clayton County Advisor Group.

Mr. Griffin moved to table the resolution. Ms. Abdul-Salaam seconded. The Board unanimously agreed by a vote of 12 to 0, with 14\* members present.

**Briefing – Media Impressions Update for FY18 4<sup>th</sup> Quarter**

---

Mrs. Fisher presented an update on media relations and communication successes for FY18 4<sup>th</sup> quarter.

*MARTA's Communications platforms*

- Broadcast
- Television
- Radio
- Print and online

*MARTA captures*

- Overall impressions
- Audience
- Subject matter
- Tone
- Ad value equivalent

*From April to June MARTA*

- Produced 12 press releases and media alerts
- House Bill 930 creates Regional Transit Authority
- MPD hosts Kids in Transit summer camp
- MARTA recognizes outstanding officers

*Also, From April to June 2018*

- MARTA reached an audience of 25.51 million people
- 2,517 stories tracked through media monitoring sites
- Media coverage had an advertising value equivalent of \$5.75 million

*Analyze coverage by tone*

- 23.9 % Positive news coverage (600 Total Positive Clips)
- 60.6% Neutral News Coverage (2,000 Total Neutral Clips)
- 15.5 Negative News Coverage (390 total Negative Clips)

\* \* \*

**Adjournment**

---

The meeting of the Operations & Safety Committee adjourned at 11:14 a.m.