



WORK SESSION OF THE BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Wednesday, July 9, 2014

MEETING SUMMARY

A Work Session of the MARTA Board of Directors was held on Wednesday, July 9, 2014 at 12:18 p.m. in the MARTA Board Lounge, 6th Floor, MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia 30324

Board Members Present

Robert L. Ashe III
Harold Buckley, Sr.
Frederick L. Daniels, Jr.
Jim Durrett
Freda Hardage
Barbara Babbit Kaufman

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Approval of the Minutes of the June 5, 2014 Work Session of the MARTA Board of Directors

On motion by Mr. Daniels seconded by Mrs. Kaufman, the Minutes were unanimously approved by a vote of 6 to 0, with 6* members present.

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Upcoming Meetings of the Board:

Thursday, July 31, 2014

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

Thursday, August 7, 2014

- 10:30 a.m. Planning and External Relations Committee
- 12:00 Work Session
- 1:30 Board Meeting

2nd Quarter 2014 Transit Oriented Development (TOD) Update

MARTA's Strategic Goals for TOD include:

- Generate greater transit ridership
- Promote a sustainable, affordable and growing future for the people of Metro Atlanta
- Generate a return on MARTA's transit investment

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New Initiatives Include:

- MARTA Development Day
- Partnership with ULI Livable Communities Council
- Request for Expressions of Interest for Development of Air Rights
- Brookhaven/Oglethorpe Station TOD
- Strategic Plan for Office of TOD and Real Estate
- Consultant selected to provide assistance in planning, development and implementation of a comprehensive retail and concessions program
- Solicitation for real estate brokerage services to sell surplus property

Update on MARTA Mobility Issues

MARTA Mobility is dealing with three main areas of concern:

- On Time Performance (OTP)
- Mobility Trip Denial
- Customer Complaints

Other challenges include:

- *Employee Availability* – Mobility is driven by Operator’s ability to execute service to our paratransit riders and cannot function without the proper personnel and manpower
- *Technology* – Collaborate with technology to automate several manual processes
- *Scheduling* – Produce efficient driver schedules for current employees. Rely on automated manifest
- *Training* – Provide training and development opportunities which communicate the individual’s professional growth and needs are important to MARTA
- *Employee Morale & Culture* – Implement a rewards program for high performers; recognizing the accomplishments of high performing operators. Spend time up front hiring highly qualified operators who fit the job description
- *Vehicle Availability* – Dramatically lower MARTA’s trip denial rate through an improved program of employee availability to operate vehicles
- *Data Availability & Reports* – Upgrade software to resolve the issues with the Current Mobile Data Terminal (MDT)
- *Procedures* – Develop and implement critical procedures
- *Organizational Structure* – Hire Director of Mobility

Corrective Actions:

- The consulting team of MATC is performing a top-down assessment
- Employees have weekly meetings to drill down on the issues

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- The KPMG Report is being used as a foundation document
- DEO is leading a Blue Ribbon Panel on Mobility issues

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Resolution to Amend the ByLaws of the Metropolitan Atlanta Rapid Transit Authority to Increase the Authority of the General Manager to Enter Into Contracts Involving Less Than \$200,000 and to Realign the Committees of the Board of Directors

Board members were briefed on this resolution, which, under House Bill 264 increased the Board's authority to delegate to the General Manager/CEO the ability to execute instruments and enter into contracts up to \$200,000. Additionally, the resolution restructures matters assigned to standing committees of the Board to reflect Transit Oriented Development and real estate matters will be placed before the Business Management Committee rather than the Planning & External Relations Committee.

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Adjournment

The Work Session of the MARTA Board of Directors adjourned at 1:44 p.m.