

## MINUTES

### WORK SESSION OF THE BOARD OF DIRECTORS

### METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

September 1, 2016

12:08 p.m.

#### **Board Members Present**

Juanita Jones Abernathy  
Robert L. Ashe III  
Robert F. Dallas  
Frederick L. Daniels, Jr.  
Jim Durrett  
Roderick E. Edmond  
Freda B. Hardage  
Jerry Griffin

#### **Staff Members Present**

Keith T. Parker, AICP  
Richard Krisak  
Rukiya Thomas  
LaShanda Dawkins  
Elizabeth O'Neill  
Robin Henry  
Gordon Hutchinson  
Elayne Berry  
Wanda Dunham  
Ming Hsi  
Benjamin Limmer  
David Springstead  
Ferdinand Risco  
Joseph Erves  
Richard Boullain  
Rhonda Briggins  
Jonathan Hunt  
Abebe Girmay  
Donald Williams

Also in attendance were Robert S. Highsmith, Jr. of Holland & Knight; Fred Hicks and Lorie Smith of HEG, LLC.

#### **Chairman's Report**

---

##### *Upcoming Meetings*

Thursday, September 29, 2016

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

Thursday, October 6, 2016

- Planning & External Relations Committee – 10:30 a.m.
- Work Session – 12:00
- Board – 1:30 p.m.

**Approval of the August 4, 2016 Work Session Minutes**

---

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

\* \* \*

**General Manager/CEO Report**

---

**Half-Penny Sales Tax Referendum**

Board members were briefed on guidelines to help them understand what is acceptable speech and material that may be included when making public presentation or talks concerning the half-penny sales tax referendum, in the role of a MARTA Board member. There were also guidelines as to what may be done in their role as private citizens.

Mr. Highsmith urged Board members to call him or Mrs. O'Neill if there are any questions.

In MARTA's efforts to educate the community, Mrs. Thomas informed Board members that MARTA has engaged a consultant, Fredrick Hicks of HEG, LLC, to assist in the educational campaign surrounding the half-penny referendum. A bi-partisan company, HEG has been in business for 10 years and worked on campaigns in multiple counties across the region. Most recently, HEG helped MARTA with the Clayton County effort in 2014.

Mr. Hicks stated HEG is involved in the education and advocacy side of this effort. HEG has been working on this project for approximately one month. He said that everything starts with the data. With that in mind the city was divided into three divisions: northside, southwest and the east side. Our primary directive is anytime there is a meeting of any group, of any size, in the City of Atlanta; we are there providing information about the half penny sales tax. HEG has secured approximately thirty (30) presentations for September. HEG have reached out to elected officials to get a good sense of what's important. HEG have developed a series of talking points, which are under review. Regarding branding, the campaign is being called "More MARTA". A website has been created: [www.moremarta.com](http://www.moremarta.com)

Mr. Durrett asked whose campaign is this.

Chairman Ashe said it is MARTA's educational campaign.

Mr. Parker noted that this group was retained to do this work because internally, the sheer number of groups contacting the Authority to say they want to know more - there are not enough MARTA resources to handle.

Chairman Ashe said when the City of Atlanta was facing the water and sewer crisis, and there was a Federal judge saying there would be a moratorium; the City spent a year or more sending people to meetings anytime three or more people were gathered – the City had someone to speak, show maps, etc. Most people engaged in this process were run by an outside consultant. That kind of information campaign is what this is all about – to make sure people across the city are aware of the half-penny referendum.

Mr. Durrett said he presumes that the City of Atlanta will have an education campaign. He asked to what extent will MARTA coordinate so that there are no unintended consequences.

Mrs. Thomas said MARTA will coordinate with the City and all other entities around this issue.

Mr. Durrett asked Mr. Hicks to share what it means to MARTA constituents if a Board member is asked to speak on behalf of *MoreMARTA*. He asked when will that be?

Mr. Hicks said he will follow up with Board members next week.

Mrs. Abernathy said northwest Atlanta was not mentioned. She further noted that northwest Atlanta is as large as southwest Atlanta. Collier Heights, one of the oldest areas in the City, is a part of northwest Atlanta.

### **Wi-Fi and Cellular Project**

Board members received a briefing on cellular and Wi-Fi services for tunnels and underground stations, as well as Wi-Fi services on buses and trains.

*Wi-Fi on Buses and Trains*

- Aug 2015: Piloted 50 buses for free Wi-Fi
- Mar 2016: Added free Wi-Fi on the community bus
- July 2016: Added free Wi-Fi on 18 articulated buses
- Oct 2016: Board approval for contract award to a carrier for providing 4G LTE services on all buses and trains
- Nov 2016: Start configuration and installation
- Jan 2017: Complete bus fleet
- Apr 2017: Complete rail fleet

*Cellular Services for Tunnels and Underground Stations*

- March 2016: MARTA signed a contract with a neutral host provider to install and maintain a Distributed Antenna System (DAS) to cover all subterranean tunnels and stations with cellular service at no cost to MARTA
- April 2016: InSite wired MARTA \$1M up-front rent
- September 2016: Pilot construction for Five Points, Dome and Peachtree Center Stations will begin. Verizon, AT&T, T-Mobile and Sprint expressed commitments to participate in pilot
- November 2016: Potential cellular services from Verizon, AT&T, T-Mobile and Sprint for Five Points, Dome and Peachtree Center

*Estimated Project Completion Date: July 2018*

Mr. Daniels asked how much capacity would be available in a tunnel so that MARTA patrons' service would not be interrupted – cellular or data.

Mrs. Hsi said during the Pilot Program, MARTA tested 122 people using Netflix simultaneously. The 4G network was able to handle the capacity. MARTA will select a carrier that can sustain growth.

Mr. Daniels said from a security perspective, this is a free Wi-Fi, therefore how can MARTA protect patrons from others getting into the system and doing ugly things.

Mrs. Hsi explained that neither the patron nor anyone else will be able to get into the network. It will be like using your phone - it will go straight to internet. No one will be able to touch the network.

### **WMATA Rail Car Procurement**

In MARTA's ongoing educational process to the release of the RFP, during the November/December timeframe, staff wanted to examine what the industry is doing – what could MARTA. There was a successful trip to BART in San Francisco followed by a fact-finding trip to Washington, DC. WMATA is deep into a procurement, much further along than BART. Approximately 100 cars have been delivered to date. Their total order is 750 cars. They are the closest system to MARTA in terms of design and compatibility. As sister agencies – WMATA opened in 1976; MARTA opened in 1979. There was a lot of learning during that three year period. MARTA was a benefactor of lessons learned for train control, power, and other design problems WMATA experienced during their initial phase.

#### *Purpose*

- MARTA looked at lessons learned
- MARTA looked at the applicability of railcars to the Authority
- Public involvement strategies were presented
- Received a tour of WMATA's Commissioning Facility (MARTA is looking to repurpose South Yard for a Team Project Office for acceptance of the new cars)

WMATA gave MARTA a great opportunity to tour the new vehicles inside and out. MARTA staff was able to talk to WMATA senior staff, procurement personnel and the community outreach team.

Mrs. Hardage asked why WMATA is ordering special cars?

Mr. Krisak said they can drive the market with the size of their order. They also have a longer timeframe for replacement. MARTA does not have that time as the Authority is trying to fill the gap. MARTA is rehabbing the current fleet while going out for new cars.

## **Work Session**

**9/1/16**

**Page 6**

### *WMATA's Procurement Process*

- Best Value approach
- Seven proposers
- Four proposers deemed in the competitive range
- Best and Final Offers requested of four proposers
- Kawasaki was chosen

WMATA created a great public awareness campaign, involving social media, one-on-one focus groups, etc.

Mr. Griffin said after going on the WMATA trip, he has learned an appreciation for MARTA maintenance program. He said he was impressed with the receiving process. WMATA spends days going over each new car. The signage on the trains and in the stations was very good. He cautioned fellow Board members about ethics considerations, asking that the Board be extremely careful MARTA's procurement process.

Mr. Durrett said he was very impressed with the attention paid to MARTA by WMATA staff. They brought in the appropriate staff to share information – they covered everything, being very detailed and very extensive. He said he is confident that MARTA staff and the MARTA Board will be well prepared to respond to proposers and select a vendor.

Mr. Dallas asked about manufacturers' warranty.

Mr. Krisak said warranties are fairly standard. A bumper-to-bumper warranty is approximately one year. Warranties start at acceptance of the vehicle.

Chairman Ashe how soon after the first car will passengers ride?

Mr. Krisak responded about one year between the pilot car and full scale production. He further noted that staff will present a Buy America presentation on September 29<sup>th</sup> at the Operations & Safety Committee meeting. Staff will begin visits to other domestic facilities before the RFP is released.

Mr. Daniels asked at what point did the Authority experience issues with the Breda cars.

Mr. Erves said issues actually occurred during acceptance. MARTA will not go that route again.

\* \* \*

On motion by Mr. Dallas seconded by Mrs. Hardage the Board unanimously agreed to go into Executive Session at 1:21 p.m. to discuss potential litigation.

On motion by Mr. Dallas seconded by Mrs. Abernathy, the Board unanimously agreed to adjourn the Executive Session at 1:48 p.m.

\* \* \*

Mr. Parker made the following announcements:

- There were some reservations regarding the Brookhaven TOD. Mayor Ernst wrote a letter to address those concerns. [A copy of the letter was given to Board members].
- MARTA will close out FY 16, upward of \$40M. Mr. Parker said he will reward employees for a job well done and will give every employee on the payroll, in active status as of January 1 2016, \$500 bonus that will be paid late September/early October. The bonus will extend to MV employees who were on board as of January 1, 2016. This bonus payout will have a budgetary impact of approximately \$2.5M.

\* \* \*

### **Adjournment**

---

The Work Session of the MARTA Board of Directors adjourned at 1:53 p.m.