



WORK SESSION OF THE BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Thursday, February 4, 2016

MEETING SUMMARY

A Work Session of the MARTA Board of Directors was held on Thursday, February 4, 2016 at 12:16 p.m. in the MARTA Board Lounge, 6th Floor, MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia 30324

Board Members Present

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

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Approval of the Minutes of the January 14, 2015 Work Session of the MARTA Board of Directors

On motion by Mr. Tomlinson seconded by Mr. Dallas, the minutes were unanimously approved by a vote of 9 to 0, with 10 members present.

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Upcoming Meetings of the Board:

Thursday, February 25, 2016

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

Thursday, March 3, 2016

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

* Russell McMurry is Commissioner Georgia Department of Transportation (GDOT) and is therefore a non-voting member of the MARTA Board of Directors

Sale of 2007B Refunding Bonds

Board members were given a final briefing on this bond series. The sale is scheduled for today. The Board will be asked for approval today. The transaction will give MARTA a \$48M net present value savings.

Resolution Authorizing the Amendment of the Authority's Customer Code of Conduct

Board members were briefed on changes to MARTA's Customer Code of Conduct. Presently the Code does not include assessment of fines as a penalty. Board members will be asked to vote today on a revised Code where fines can be assessed from \$50 to a maximum of \$300.

Media Monitoring

A quarterly update to the MARTA Board. The analysis is based on data provided by MARTA's media monitoring service 'Critical Mention' which analyzes news coverage as follows:

- Tone: positive, negative or neutral
- Subject matter: i.e., "Take MARTA", "Blow the Whistle", service improvements/delays, etc.
- Ad equivalency: what media coverage would cost if the Authority had to pay for the advertising space

New themes include: public safety, service/improvements, financial and Transit Oriented Development (TOD)

MARTA Transformation Initiative (MTI)

This briefing included a 'current status FY 16 update' for the following areas:

- Automated Parking Access & Revenue Control System
- Mobility Optimization
- Cleaning Services Optimization
- Workers Compensation Cost Containment

Meeting Summary – Work Session
2/4/16
Page 3

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On motion by Mr. Durrett seconded by Mr. Griffin the Board unanimously agreed to go into Executive Session at 1:08 p.m. to discuss potential litigation.

On motion by Mr. Durrett seconded by Mr. Griffin, the Board unanimously agreed to adjourn the Executive Session at 1:21 p.m.

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Adjournment

The Work Session of the MARTA Board of Directors adjourned at 1:21 p.m.