



EXTERNAL RELATIONS COMMITTEE MEETING

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Thursday, September 17, 2020

MEETING SUMMARY

The Board of Directors External Committee meeting was called to order, at 10:01 a.m. on Thursday, September 17, 2020, via WebEx, Atlanta, Georgia.

Board Members Present

Robert Ashe (Chair)
William Floyd
Roderick Frierson
Jerry Griffin
Freda Hardage
Alicia Ivey
John Pond
Rita Scott
W. Thomas Worthy

Staff Members Present

Jeffrey Parker
Rhonda Allen
Luz Borrero
Kevin Hurley
Elizabeth O'Neill
David Springstead
Gena Major
Virgil Fludd
Lyle Harris
Adam Shumaker

Other staff members in attendance: Dean Mallis, Stephany Fisher, Erica Pines, Kenya Hammond, Kirk Talbott, Tyrene Huff and Marie Peters

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1. Approval of July 23, 2020, External Relations Committee Meeting Minutes

On a motion by Ms. Hardage seconded by Ms. Ivey, the minutes were unanimously approved by a vote of 9 to 0 with 9 members present.

2. Briefing – MARTA HOPE Homeless Outreach Pilot Project

The Board received an update on the following:

- History and Background – Transit systems designed to move individuals to and from their destinations; however, the transit system has become a haven for the homeless.
- Facing an Industry-wide Challenge – A survey done in 2016 showed that all major transit systems are facing homelessness on their systems

- Learning Curve to Better Solutions – Many transit systems have gone through learning curves in addressing homelessness
- Evolution & Collaboration – MARTA is working with HOPE Atlanta, Gateway Center, and Regional Commission on homelessness
- How MARTA Hope Works – Working in pairs, the MARTA HOPE Teams are crisscrossing the transit system. They work 40 hours per week (Two days reserved for required administrative work)
- Early Progress – Within first two weeks, 51 engagements, 11 people connected to temporary housing
- Unsheltered in Atlanta – The total number of unsheltered and sheltered homeless in Atlanta year-to-date is 3240
- City of Atlanta Unsheltered Survey 2020 – showed contributing factors that causes homelessness
- MARTA HOPE Team Next Steps – Coordinate with local jurisdictions on station-specific action plans.

Briefing – MARTA Heroes Video Series

The Board received an update on the following:

- Original Concept – Present MARTA’s workforce in an authentic way to customers
- Before the Pandemic – Some stories were documented but not released to the public
- Launching During COVID-19 – The pandemic was an excellent time to launch the series called MARTA heroes
- COVID Cleaning –MARTA focus on keeping customers safe
- Heroes – MARTA heroes videos feature stories of frontline workers working to keep customers safe
- Capital Improvements – Explained ways MARTA working to improve customer experience
- Communicating About Service – Showed the long-term benefit from performing track work
- Strategy – Continue to communicate about safety
- Social Media Response – Video is a great tool for responding to customers concerns
- Completed Topics – COVID Response, capital improvements and recruitment
- Future Topics – New COVID Safety measures

3. Other Matters

None

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Adjournment

The meeting adjourned at 10:43 a.m.