

## **MINUTES**

### **EXTERNAL RELATIONS COMMITTEE**

#### **METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**February 20, 2020**

The Board of Directors External Relations Committee met on February 20, 2020 at 9:02 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**

Robert L. Ashe III, **Chair**  
Jim Durrett  
Jerry Griffin  
Freda B. Hardage  
Rita A. Scott

MARTA officials in attendance were: General Manager/ CEO Jeffrey A. Parker; C-Suite Team Members Chief Customer Experience Officer Rhonda Allen, Chief Administrative Officer Luz Borrero, Chief of Bus Operations Collie Greenwood, Chief Financial Officer Kevin Hurley (Interim) and Chief Counsel Elizabeth O'Neill, AGMs Virgil Fludd, Dean Mallis, Kirk Talbott and Emil Tzanov; Senior Director Colleen Kiernan; Directors David Emory, Jonathan Hunt and Adam Shumaker; Manager Stephany Fisher; Manager MARTA Board of Directors Rebbie Ellisor-Taylor; Sr. Executive Administrator Kenya Hammond. Others in attendance Adrian Carter, Abebe Girmay, Kristina Garcia-Bunuel, Courtne Middlebrooks, James Moss and Terry Ponder.

Also in attendance Shane Blatt of Arcadis.

#### **Approval of the January 16, 2020 External Relations Committee Meeting Minutes**

On motion by Mrs. Hardage seconded by Mr. Durrett, the minutes were unanimously approved by a vote of 4 to 0, with 4 members present.

#### **Resolution Authorizing the Adoption of the Station Naming Policy**

Ms. O'Neill presented a resolution requesting the adoption of a Station Naming Policy.

The request establishes a clear policy that would govern the renaming of existing stations and provide a policy to govern the naming of new stations in the system.

It is recommended that the Station Naming Policy become adopted and replace the existing policy adopted by the MARTA Board approximately twenty years ago.

Exhibit A, proposed the following provisions:

- The name for each station shall provide the greatest identification of geographic location for the passengers of the system – both frequent patrons as well as visitors and infrequent riders.
- The Authority must remain compliant with the Americans with Disabilities (ADA) guidelines. Any revised station name should not be longer than thirty (30) characters to ensure readability.
- Proposals for revising station names would only be made after receiving public input from the surrounding community and governing body of the relevant jurisdiction.
- When circumstances suggest a station name no longer serves its navigational purpose, MARTA staff will conduct public hearings to solicit community feedback on new station name options. After staff reviews and presents to the governing body of the relevant jurisdiction, proposed name changes(s) shall be presented to the Operations & Safety Committee and must be approved by the Board of Directors.
- The MARTA Board of Directors reserves the right to consider revenue-generating options for station names and new lines of service as they are placed in service, including bus rapid transit lines, light rail, streetcar and commuter lines.

Mr. Ashe asked if the station provisions are consistent with the MARTA Board discretion to rename potential stations.

Ms. O'Neill said yes, the amendments are consistent. There is a clause, because it was in the initial policy, it remains in this policy. The third paragraph at the end of the policy indicates that the MARTA Board of Directors reserves the right to consider revenue-generating options for station names.

Mr. Ashe asked what is the process to integrate the revenue generating idea with the desire to get public input and the desire to get discussion with our governing body.

Ms. O'Neill said the Authority would follow the procedures outlined in the proposed Station Naming Policy. The revised policy is to acknowledge the concept of their potentially being revenue generating opportunities that was not addressed clearly in the prior policy.

Mr. Ashe asked what process would the Authority go through to consider a revenue generating name.

Ms. O'Neill said the Authority would exercise the Unsolicited Proposal Policy.

On motion by Mr. Durrett seconded by Mr. Griffin, the resolution was unanimously approved by a vote of 4 to 0, with 4 members present.

**Briefing – 2020 Legislative Update**

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Ms. Kiernan provided an update of the 2020 Legislative Session.

**2020 MARTA Legislative Priorities**

- Focus on Jurisdictions: DeKalb, Fulton, Clayton Counties and the City of Atlanta
  - 15<sup>th</sup> Amendment
  - Executing and communicating State of Good Repair Capital Program
  - Executing and communicating MARTA's 2040 Expansion in Clayton and City of Atlanta
  - Supporting Fulton and DeKalb County in identifying funding for expansion plans
  
- Relationship Building at State and Federal Level
  - Governor/Lt. Governor / Speaker
  - House and Senate Leadership
  - Rising Stars
  - Aligned Agencies: ARC, ATL and GDOT
  
- MARTOC Management Audit required by HB 213
  - Every 4-year audit was applied back in 2015
  - Due December 2020
  - Currently in communication with MARTOC Chair to discuss expectations

**15<sup>th</sup> Amendment Update – Passed by the fourth and final jurisdiction**

- Fulton 01/22/2020
- City of Atlanta 02/03/2020
- Clayton 04/04/2020 (1 vote against)
- DeKalb 02/11/2020 (1 vote against)

Mr. Durrett asked about the timeline to adopt the 15<sup>th</sup> Amendment.

Ms. Kiernan said the each jurisdiction has a slightly separate timeline and process which would cause the 15<sup>th</sup> Amendment to be adopted during different time periods.

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### 2020 MARTA Issue Education Strategy

- Briefings for key members of legislative leadership, MARTA allies, emerging MARTA champions
  - Senator Beach Video
  - State of Good Repair Capital Program
  - Fare Policy, including distance-based fares and fare capping
  - Funded Expansion (Clayton, City of Atlanta)
  - Potential Future Expansion Plans (Fulton, DeKalb)

### Legislature

- Budget
- HB 276 Marketplace Facilitator (Airbnb, Vrbo, Amazon Third-Party Sales, Walmart.com, Uber and Lyft)
  - MARTA's Finance Department has reviewed the physical note and estimated the benefit to the Authority to be approximately \$6M annually.
  - Uber and Lyft Share - Approximately \$1.5M
  - Uber and Lyft are pressuring legislatures to exempt them from the Marketplace Facilitator Sales Tax and are purposing an Excise Tax in lieu of Sales Tax: contemplated @ \$.50/ride
- HB 511 Rural Transit/Transit Funding
- HR 910/SR 654 Constitutional Amendment on Motor Fuel Tax
- MARTOC Management Audit required by HB 213
- Human Trafficking

### Other Matters

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### Adjournment

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The meeting of the External Relations Committee adjourned at 9:26 a.m.