

MINUTES
MEETING OF THE BOARD OF DIRECTORS
CUSTOMER DEVELOPMENT COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

March 21, 2011

The Board of Directors Customer Development Committee met on March 21, 2011 at 10:23 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Juanita Jones Abernathy
Harold Buckley, Sr.
Wendy Butler
Jim Durrett
Barbara Babbit Kaufman, Chair
Adam Orkin

MARTA officials in attendance were: General Manager/CEO Beverly A. Scott; Deputy General Manager/COO Dwight A. Ferrell; Chief Business Support Services Theodore Basta, Jr.; AGMs Davis Allen, Deborah Dawson, Wanda Dunham, Georgetta Gregory, Charlotte Harris (Acting), Mary Ann Jackson, Jonnie Keith, Cheryl King, Rich Krisak, Ryland McClendon, Elizabeth O'Neill and Gary Pritchett; Sr. Directors Johnny Dunning, Jr. and David Springstead; Directors Rich Boullain (Acting), Reginald Diamond, Garry Free, Scott Haggard, Jennifer Jinadu-Wright, Connie Krisak and Jayant Patel; Managers Donna DeJesus, Cara Hodgson and Roosevelt Stripling; Executive Manager to the Board Rebbie Ellis-Taylor; Sr. Executive Administrator Tyra J. Wiltz; Executive Administrator Renee Willis; Office Administrator II Tracie Roberson. Others in attendance, Arnold Campbell, Ricky Chambers, Louis Grisoglio, Anthony Pines and Srinath Remala.

Also in attendance Charles Pursley, Jr. of Pursley, Lowery and Meeks; Matt Pollack of MATC.

Approval of the February 21, 2011 Customer Development Committee Meeting Minutes

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

Briefing – State Legislative Update & MARTA’s Legislative Agenda

Mr. Haggard provided the Committee a State Legislative update and the most current information as it relates to MARTA’s legislative priorities and strategy.

The Georgia General Assembly has now consumed 30 of its 40 business days. The legislature is scheduled to be in session for three days this week and reconvene on Monday, March 28. Last Wednesday, March 16, was “Crossover Day” – the day in which bills must have passed one chamber in order to receive further consideration this session. As has been the case all session, no significant transportation or transit-related legislation was considered on Crossover Day and there has been little interest on the part of legislative leadership to consider transportation-related measures in the 2011 season.

The primary issue of interest to MARTA this session has been the draft “transit governance” bill (advanced by the Regional Transit Committee of the Atlanta Regional Commission), which was offered to the Transit Governance Study Commission for consideration as a potential solution on transit governance this session. Despite the urgings of members of the Regional Transit Committee (RTC) and external interests, including many of the mayors from Fulton and DeKalb counties and business organizations, legislative leadership appears reluctant to consider any transit governance legislation in the 2011 session. After Mayor Reed testified to the Study Commission regarding the RTC draft bill on March 9th, Rep. Sheldon issued a press release stating that the Commission appreciates the work of the RTC but believes that this issue is too large and complex to be rushed this session. This position remains unchanged throughout this session. Should leadership reverse course, there are a handful of legislative vehicles that could potentially be used to insert transit governance language prior to Day 40. MARTA will continue to monitor any developments in this area.

On March 18th, Senate Transportation Committee Chairman Mullis joined Mayor Reed, Atlanta Braves official Derek Schiller and MARTA Board Chairman Jim Durrett at Five Points rail station for a press conference discussing the upcoming Public Hearings on reinstatement of the Braves shuttle and other routes. Chairman Mullis continues to be most helpful to MARTA on a variety of issues.

The Atlanta Regional Roundtable will hold an Executive Committee meeting on Friday, March 25th to review and discuss analysis and evaluation techniques for projects on the unconstrained list.

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Mr. Durrett asked has Governor Deal made his MARTOC appointments.

Mr. Haggard said that the appointments have not been made and there has been no communication from MARTOC Chairman Rep. Jacobs on the matter. This is the first time that the Governor has made appointments to MARTOC.

Briefing – Customer Service Key Performance Indicators (KPIs)

Mrs. DeJesus briefed the Committee on Customer Service Key Performance Indicators (KPIs) for the month of January 2011.

Average Customer Call Wait Time for January 2011 is 14 seconds above the FY11 target of 70 seconds. There was an increase of 23 seconds when compared with the previous month and an increase of 34 seconds when compared to January 2010. The increase is a direct result of the snow and ice storm in the Atlanta region during the week of January 10th resulting in the suspension of bus service for two days and the incremental restoration of service throughout the week. Additionally, MARTA offered restitution for customers with a valid Breeze card/ticket who were unable to travel on the days that bus service was cancelled. .

The Customer Call Abandonment Rate was 17% in January 2011. This is 10.03% above the January 2010 rate and 8.94% above the December 2010. Lastly, the January 2011 Customer Call Abandonment is 6.5% above the FY11 target of 10.5%, also due to the extremely high call volume experienced during the week of January 10th.

Dr. Edmond expressed concern about the Customer Call Abandonment Rate not meeting the FY11 target. He asked what the call volume was during the inclement weather in comparison to an average day.

Mrs. DeJesus answered call volume peaked on January 15th at 9,945 calls, as compared to a daily average of 4,015 calls in a normal week.

Mrs. Abernathy commented that the Customer Service KPIs may be off target based on the Reduction in Force, effective last September.

Mrs. McClendon added that during the week of the snow and ice storm only ten MARTA Customer Care Center employees were able to report to work.

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Dr. Edmond asked staff, when similar situations arise, to provide information on the amount of staff that was slated to work and the amount that were unable to report.

Other Matters

Mrs. Kaufman referenced Tab 4 of the Committee Books – (a) Special Events Calendar (b) Customer Development Committee Look-a-Head – asking that Board Members review these items.

Adjournment

The meeting of the Customer Development Committee adjourned at 10:43 a.m.