

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

February 28, 2011

The Board of Directors Planning & Development Committee met on February 28, 2011 at 10:02 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Robert L. Ashe, III
Harold Buckley, Sr.
Wendy Butler
Frederick L. Daniels, Jr.
Jim Durrett
Roderick E. Edmond
Adam Orkin

MARTA officials in attendance were: General Manager/ CEO Beverly A. Scott; Chief Business Support Services Theodore Basta Jr.; AGMs Davis Allen, Deborah Dawson, Garry Free (Acting), Ben Graham, Georgetta Gregory, Fred Hammett (Acting), Mary Ann Jackson, Jonnie Keith, Cheryl King, Ryland McClendon, Elizabeth O'Neill and Gary Pritchett; Sr. Directors Johnny Dunning, Jr. and Kevin Hurley; Directors Anton Bryant, Lisa DeGrace, Lowell "Rip" Detamore, Reginald Diamond, Lyle Harris, Donna Jennings, Knox O'Callaghan and Carol Smith; Managers Marsha Brooks, Emmett Crockett, Cathy Gesick, Paul Grether, Robert H. Thomas and Donald Williams. Executive Manager to the Board Rebbie Ellis-Taylor; Sr. Executive Administrator Tyra J. Wiltz; Executive Administrator Renee Willis; Finance Administrative Analyst Tracy Kincaid. Others in attendance Harold Johnson, Haniyah Miller, Anthony Pines and Srinath Remala.

Also in attendance Charles Pursley, Jr. of Pursley of Pursley, Lowery & Meeks; David Emory of Atlanta Regional Commission; Jennifer Ball of Central Atlanta Progress; Matt Pollack of MATC.

Approval of the January 24, 2011 Planning & Development Committee Meeting Minutes

On motion by Mr. Durrett seconded by Mr. Buckley, the minutes were unanimously approved by a vote of 5 to 0, with 5 members present.

Resolution Authorizing the Service Modifications for the April 23, 2011 Mark-Up on Routes 13, 21, 42, 56, 120, 121, 125, 126 and 189

Mr. Dunning presented this resolution for Board of Directors' approval authorizing the Service Modifications for the April 23, 2011 Mark-Up on Routes 13, 21, 42, 56, 120, 121, 125, 126 and 189.

On motion by Mr. Durrett seconded by Mr. Buckley, the resolution was unanimously approved by a vote of 7 to 0, with 7 members present.

Briefing – Service Planning Approach for FY2012 Service Plan

Mr. Dunning briefed the Committee on staff's approach to developing the bus and rail Service Plan in accordance with the preparation of the Authority's FY 2012 Capital and Operating Budget.

As the FY 2010 Budget was presented, the forecast for the FY2011-2013 plan for service included maintaining a "steady state" for bus and rail service and minimal expansion of Mobility service. Prior to and upon initiation of the process to develop the FY2011 Budget, financial projections indicated that maintaining the Authority at a "steady state" would result in a \$120M operating deficit.

To address the anticipated shortfall, staff was charged with developing a significantly reduced, yet sustainable, Service Plan compared to the service currently provided. Given the need for a severe contraction of service; a re-build approach was taken to develop a Service Plan from scratch with the objective of retaining the highest possible ridership in an effective way and efficient manner. This re-building approach was guided by several planning principles from MARTA's FY 10 Service Standards:

- Maximize ridership based on utilization trends and propensity over time
- Ensure access to key/critical activity center and facilities
- Ensure compliance with Federal regulations and mandates

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- To the extent possible, maintain jurisdictional service equity
- Minimize paratransit impacts
- Ensure service reliability by developing and structuring a core service that is safe, convenient, consistently reliable and sustainable

In applying these principles, staff developed an initial FY 2011 “Reduced Plan”, bus and rail service was reduced by 33% and 19, respectively. The proposal included reducing the number of routes from 131 to 66. The bus service was restructured and assimilated into three tiers: Base Routes, Lifeline Routes and Efficiency/Enhancer Routes.

Given the technical work performed by staff to develop the service plan, the significant reduction in service required to address the budget shortfall necessitated an iterative community engagement process. Thus, this initial plan was presented to the community for input. The process also included gathering public input through survey to understand rider preferences and gauge the impact of the proposed service cuts.

Based on the extensive community input, staff made significant refinements to the proposed service plan. The recommended FY 2011 Service Plan featured 91 bus routes and 1,034 route miles, reflecting a 10% reduction in bus service hours. Additionally, these refinements resulted in a reduction of 14.2% rail service hours and reduced paratransit coverage.

Subsequent changes to the Service Plan implemented on September 25, 2010 have essentially been restricted to overcrowding relief, addressing service reliability and addressing safety-related issues. A 5% contingency was included in the budgeting process to address these anticipated needs. To date, approximately 35 route adjustments have been made or recommended in response to these types of concerns and/or issues. The reduced Service Plan to be effective in April 2011 will serve as the base on which the Bus Service Plan for FY 2012 will be developed.

Based on budgetary guidance provided by the MARTA Board of Directors, staff will develop a Bus Service Plan for FY 2012 that either maintains existing service levels or reduces service levels. The Committee will be presented with an overview of the Authority’s guidelines for reducing service levels, if directed to do so.

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All service reductions under this or any subsequent “contraction” scenario will be effective until the Authority’s financial condition permits the restoration of the discontinued service and eventual consideration for expansion of services.

Other Matters

Mr. Daniels referenced Tab 4 of the Committee Books – Planning & Development Committee Look-a-Head – asking that Board Members review these items.

Adjournment

The meeting of the Planning & Development Committee adjourned at 10:18 a.m.