



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**PLANNING AND CAPITAL PROGRAMS COMMITTEE**

**THURSDAY, JUNE 24, 2021**

**ATLANTA, GEORGIA**

**via Webex**

**MEETING MINUTES**

Committee Chair Al Pond called the meeting to order at 9:30 a.m.

| <b>Board Members Present</b>       | <b>Staff Members Present</b> |
|------------------------------------|------------------------------|
| Roberta Abdul-Salaam               | Jeffrey Parker               |
| Stacy Blakley                      | Collie Greenwood             |
| William Floyd                      | Luz Borrero                  |
| Roderick Frierson                  | Manjeet Ranu                 |
| Randy Glover                       | Raj Srinath                  |
| Freda Hardage                      | Rhonda Allen                 |
| Al Pond, <b>Chair</b>              | Ralph McKinney               |
| Kathryn Powers                     | Elizabeth O'Neill            |
| Rita Scott                         |                              |
| Christopher Tomlinson <sup>1</sup> |                              |

Also in attendance: Board General Counsel Justice Leah Ward Sears of Smith, Gambrell & Russell, LLP; other MARTA staff members: Heather Alhadeff, Marsha Anderson Bomar, Robin Boyd, Phyllis Bryant, LaShanda Dawkins, David Emory, Robert Goodwin, Kenya Hammond, Leslie Hubble, Tyrene Huff, Kevin Hurley, Donna Jennings, Michael Kreher, Keri Lee, Patricia Lucek, Gena Major, Dean Mallis, Doug Miller, Paula Nash, Kirk Talbott, William Taylor, Toni Thornton, Emil Tzanov and Donald Williams

**Approval of the May 27, 2021 Planning and Capital Programs Committee Meeting Minutes**

Committee Chair Pond called for a motion to approve the minutes. A motion to approve was made by Board Member Frierson and seconded by Board Member Hardage. The minutes were approved unanimously by a vote of 9 to 0 with 10<sup>1</sup> members present.

**Resolution Authorizing the Award of a Contract for Procurement of Technical Support Services for Automated Fare Collection (AFC) System 2.0 REI AE48067**

[Presentation attached]

<sup>1</sup>Christopher Tomlinson is the Executive Director of Georgia Regional Transportation Authority (GRTA). Per the MARTA Act, he is a non-voting member of the Board of Directors.

Senior Director Customer Experience and Innovation David Emory presented the above resolution authorizing the General Manager/CEO or his delegate to enter into a contract for the Procurement of Technical Support Services for Automated Fare Collection (AFC) System 2.0 REI AE48067 with AECOM Technical Services, Inc.

Committee Chair Pond opened the floor for questions and comments.

- Committee Chair Pond asked what the total cost of the program was. Chief Customer Experience, Officer Rhonda Allen, replied that the cost is roughly around 100m. Some of the cost is a capital expense and maintenance of the system over many years. As MARTA continues to work with the consultant and narrow the scope, we will know the exact cost.
- Board Member Abdul-Salaam asked if the ATL will bear any of the cost of the system. Mr. Emory replied that we are coordinating with the ATL and developing how the partnership will work. General Manager Jeffrey Parker added that the regional partners would be part of the implementation. The reason to move forward now is important due to the excessiveness of this project. MARTA wants to make sure the arrangement with the vendor chosen for this system will be a long partnership. Board Member Tomlinson also added that this is one of MARTA's most critical customer facing projects. Also, it is important to partner with regional partners.

Committee Chair Pond called for a motion to approve. A motion to approve the resolution was made by Board Member Hardage and seconded by Board Member Floyd. The resolution was approved unanimously by a vote of 8 to 0 with 9<sup>1</sup> members present.

**Resolution Authorizing the Award of a Contract for Architectural and Engineering Design Services for Five Points Station Transformation, AE47796** [Presentation attached]

Marsha Anderson-Bomar, Assistant General Manager, Capital Programs Delivery, presented the above resolution authorizing the General Manager/CEO or his delegate to enter into a contract for the Procurement of Architectural and Engineering Design Services for Five Points Station Transformation, AE47796 with Skidmore, Owings & Merrill (SOM).

Committee Chair Pond opened the floor for questions and comments.

- Board Member Frierson commented that this is a highly complex project and he is glad to see the recommended firms. He asked if the timeline was accurate. Ms. Anderson Bomar confirmed that the project would be delivered on time.
- Board Member Blakley asked why the selected firm is the only firm that was located out of state. Ms. Anderson Bomar replied that the firm selected has the most hands on and lead role in projects similar to this one. Also, many of the subs are local. It was important to pick the most qualified firm.

- Committee Chair Pond asked that Ms. Anderson Bomar emphasize budget control and schedule with the CMAR selection process.
- Board Chair Scott asked if MARTA missed out on any benefits in a legislative context by not selecting a local firm. General Manager Parker relayed that we are not missing out or limiting ourselves with picking an out of state firm. Also, the firm that is partnering with the selected prime firm is a well-known local firm. Ms. Anderson Bomar added that all the sub firms are local.

Committee Chair Pond called for a motion to approve. A motion to approve was made by Board Member Abdul-Salaam and seconded by Board Member Powers. The resolution was approved unanimously by a vote of 9 to 0 with 10<sup>1</sup> members present.

**Resolution Authorizing the Execution of a Boundary Line Agreement with Plowshares Inc. to clarify ownership of 1,860 square feet from 3326 E Ponce de Leon Avenue (Tax ID 18 009 10 002 & 18 009 10 001) and 926 square feet from 225 Laredo Drive (Tax ID 18 009 10 044), adjacent to the Laredo Garage - Parcel D1203, in the 18th District of Dekalb County, Georgia** [Presentation attached]

Director Real Estate Robin Boyd requested approval of the above resolution authorizing the Boundary Agreement for Parcel D1203.

Committee Chair Pond opened the floor for questions and comments.

- General Manager Jeffrey Parker commented that the MARTA Act requires that all Real Estate matters be taken to the Board.

Committee Chair Pond called for a motion to approve. A motion to approve was made by Board Member Hardage and seconded by Board Member Frierson. The resolution was approved unanimously by a vote of 9 to 0 with 10<sup>1</sup> members present.

**Briefing – August 2021 Service Modifications** [Presentation attached]

Director of Short-Range Planning Donald Williams briefed the Board on proposed service modifications.

Committee Chair Pond opened the floor for questions and comments.  
There were none.

**Briefing – August 2021 Service Modifications Public Hearings Results**

[Presentation attached]

Senior Community Outreach Planner Toni Thornton presented the above briefing outlining the outreach efforts and results of public hearings for the August 2021 Service Modifications.

Committee Chair Pond opened the floor for questions and comments.  
There were none.

**Resolution Authorizing the Approval of Service Modifications for August 14, 2021**

[Presentation attached]

Director of Short-Range Planning Donald Williams requested approval of a resolution adopting the service modification for August 2021.

Committee Chair Pond opened the floor for questions and comments.

- Committee Chair Pond asked for confirmation that the service modifications come before the Board three times a year. Mr. Williams confirmed affirmatively.

Committee Chair Pond called for a motion to approve. A motion to approve was made by Board Member Abdul-Salaam and seconded by Board Member Frierson. The resolution was approved unanimously by a vote of 9 to 0 with 10<sup>1</sup> members present.

**Other Matters**

None

**Adjournment**

The Committee meeting adjourned at 10:36 a.m.

Respectfully submitted,



Tyrene L. Huff  
Assistant Secretary to the Board

YouTube Link: <https://youtu.be/4sygepYGFp8>



# **AE48067: Technical Support Services for Automated Fare Collection (AFC) System 2.0**

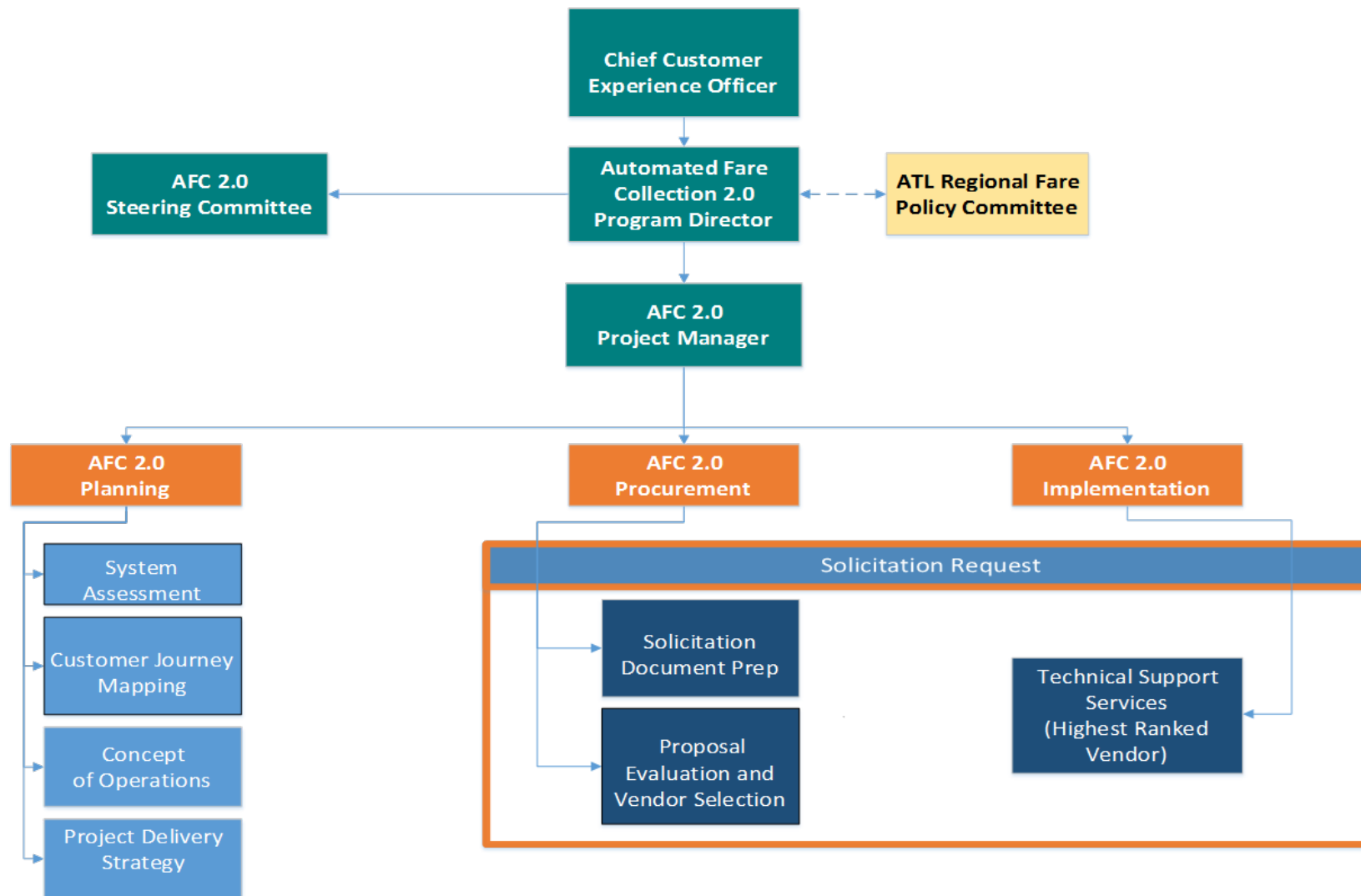
David D. Emory  
Sr. Director, Customer Experience Innovation

## AFC 2.0 Background

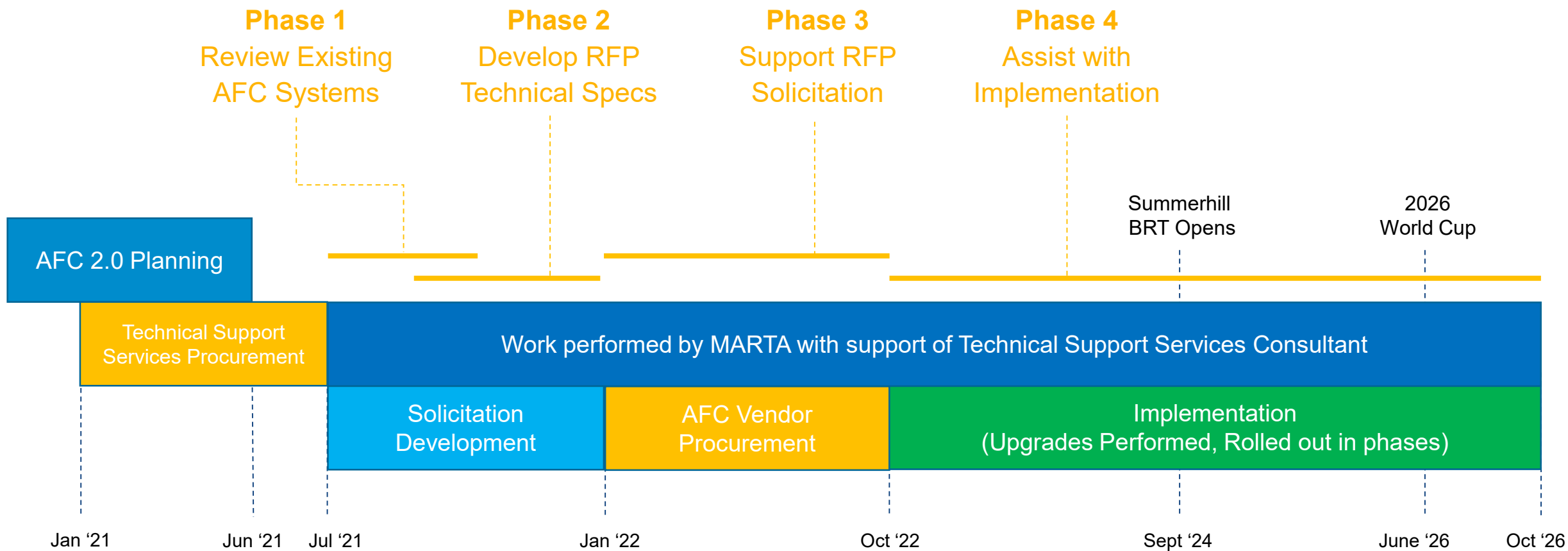
- Goal: A modern, state-of-the-art fare collection system to enhance customer experience, optimize agency operations and reduce costs
- Combines multiple existing systems into single integrated system
- Key AFC 2.0 features:
  - Account-based system
  - Open architecture
  - Open payments



# AFC 2.0 Project Organizational Structure



# Technical Support Services Timeline and Phases



Technical Support Services contract to include 3-year base term with up to four 1-year options



## Overview of Competitive Process

- 82 firms retrieved solicitation; 6 proponents:
  - AECOM Technical Services, Inc.
  - HATCH LTK
  - HNTB
  - KPMG
  - Lumenor Consulting
  - WSP USA, Inc.
- All proposals deemed responsive
- D&I established DBE goal of 18%
- SEC members independently scored proposals; two firms shortlisted (AECOM, WSP)

SEC supported by Technical Evaluation Team (TET) consisting of internal subject matter experts and regional partner representatives

## Recommended Proponent

- AECOM Technical Services, Inc.
- Supported by 5 subcontractors (\* = DBE)
  - Transport Group, LLC\*
  - Niti Systems Consultants, Inc.\*
  - IBI Group
  - Carter Executive Consulting
  - FirstPartner, Ltd.
- Committed to total DBE participation of 25%
  - One DBE firm has pending certification in Ga.
- Seeking authorization for spending not to exceed \$2,135,564.04 for Phases 1, 2 and 3





Thank You



# Resolution Authorizing the Award of Contract for Five Points Station Transformation

REI AE 47796

marta 



# Background



marta 

- January 2019 the Board approved a prioritized sequencing of More MARTA projects, including Five Points Transformation
- Studies conducted collaboratively with COA, CAP and numerous other stakeholders

marta 

| # | Activity ID | Activity Name                             | Start       | Finish      | FY2021 |     |     |     | FY2022 |     |     |     | FY2023 |     |     |     | FY2024 |     |     |     | FY2025 |     |     |     | FY2026 |     |     |     |
|---|-------------|---|-------------|-------------|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|--------|-----|-----|-----|
|   |             |   |             |             | FQ1    | FQ2 | FQ3 | FQ4 | FQ1    | FQ2 | FQ3 | FQ4 | FQ1    | FQ2 | FQ3 | FQ4 | FQ1    | FQ2 | FQ3 | FQ4 | FQ1    | FQ2 | FQ3 | FQ4 | FQ1    | FQ2 | FQ3 | FQ4 |
| 1 |             | <b>Five Points Station Transformation</b> | 15-Jul-19 A | 10-Apr-26   |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |
| 2 |             | Initiation Phase                          | 15-Jul-19 A | 27-Sep-19 A |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |
| 3 |             | Planning Phase                            | 01-Oct-19 A | 30-Jun-21   |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |
| 4 |             | Procurement for Design Phase              | 26-Mar-20 A | 30-Jul-21   |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |
| 5 |             | Procurement for Construction/CMAR Phase   | 26-Mar-20 A | 13-Oct-21   |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |
| 6 |             | Design Phase                              | 02-Aug-21   | 30-Sep-22   |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |
| 7 |             | Pre-Construction                          | 14-Oct-21   | 30-Sep-22   |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |
| 8 |             | Implementation Phase                      | 06-Apr-22   | 30-Dec-25   |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |
| 9 |             | Closeout Phase                            | 02-Jan-26   | 10-Apr-26   |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |        |     |     |     |

- Initiation Summ.
- PFD Summ.
- Planning Summ.
- Pre-Con Summ.
- Design Summ.
- Impl. Summ.
- Proc. Summ.
- Close-Out Summ.

**More MARTA | Five Points Station Transformation**

Project ID: 40001.170708 | Printed: 10-Jun-21

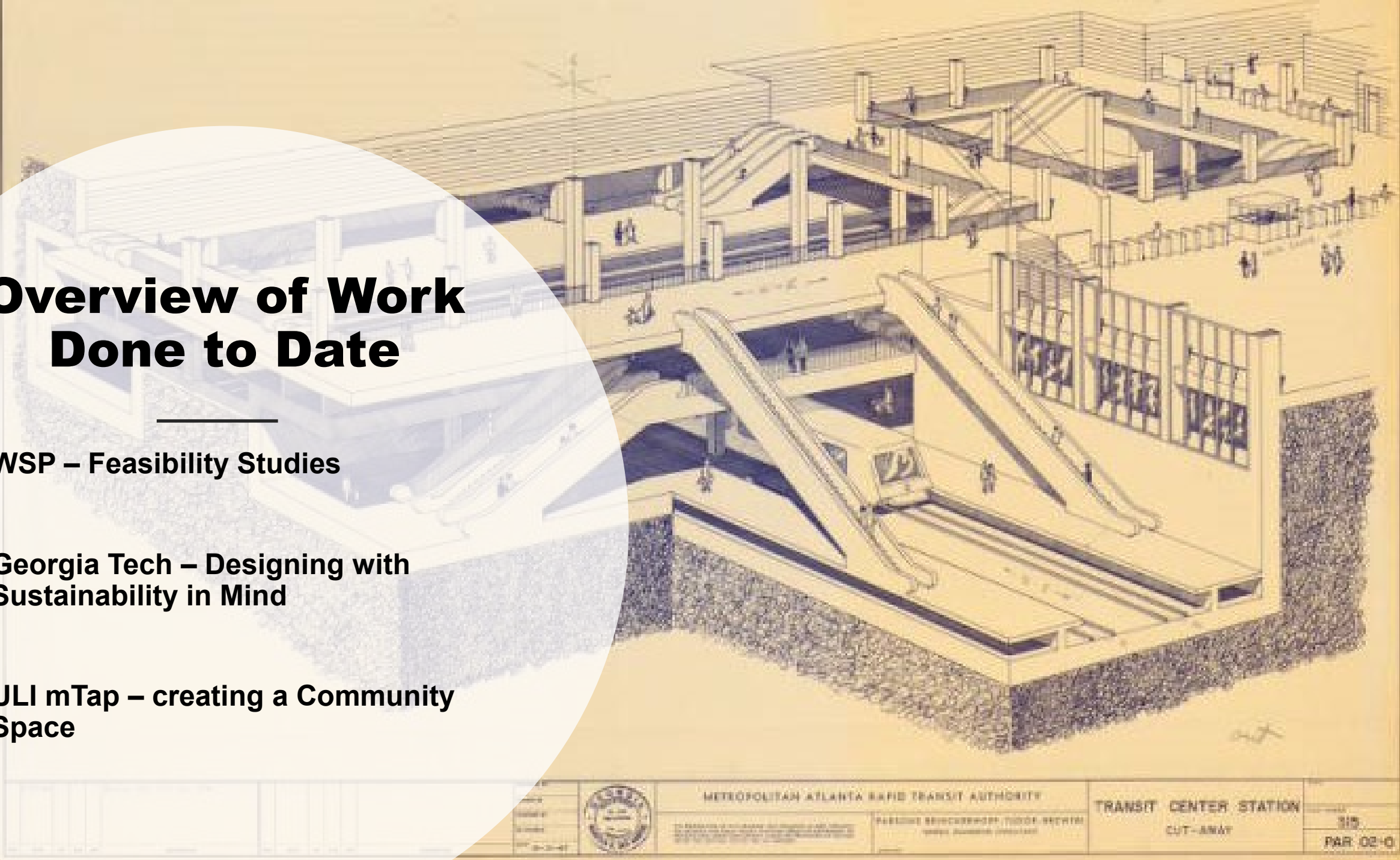
Summary  
Layout

Page 1 of 1



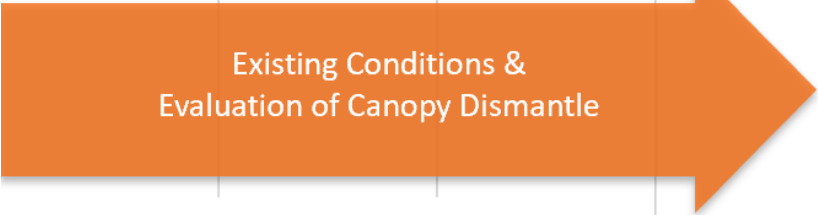
# Overview of Work Done to Date

- WSP – Feasibility Studies
- Georgia Tech – Designing with Sustainability in Mind
- ULI mTap – creating a Community Space



# Feasibility Studies Conducted - Canopy

## TASK 2



Deliverables: *Canopy Dismantle Technical Memorandum*



SEQUENCE 5 – REMOVE MORE UPPER PC BEAMS



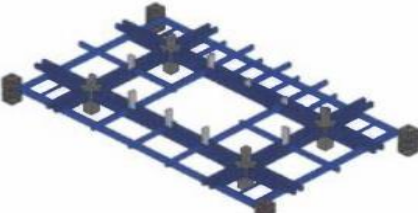
SEQUENCE 6 – REMOVE DRUM



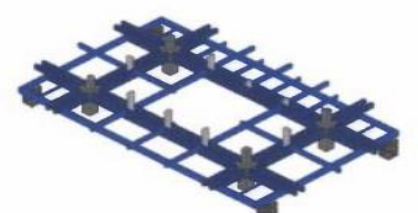
SEQUENCE 7 – REMOVE MORE DECKING



SEQUENCE 8 – SHORE OUTSIDE CORNERS



SEQUENCE 9 – REMOVE OUTSIDE CORNERS PIECES BETWEEN SUPPORT MEMBERS

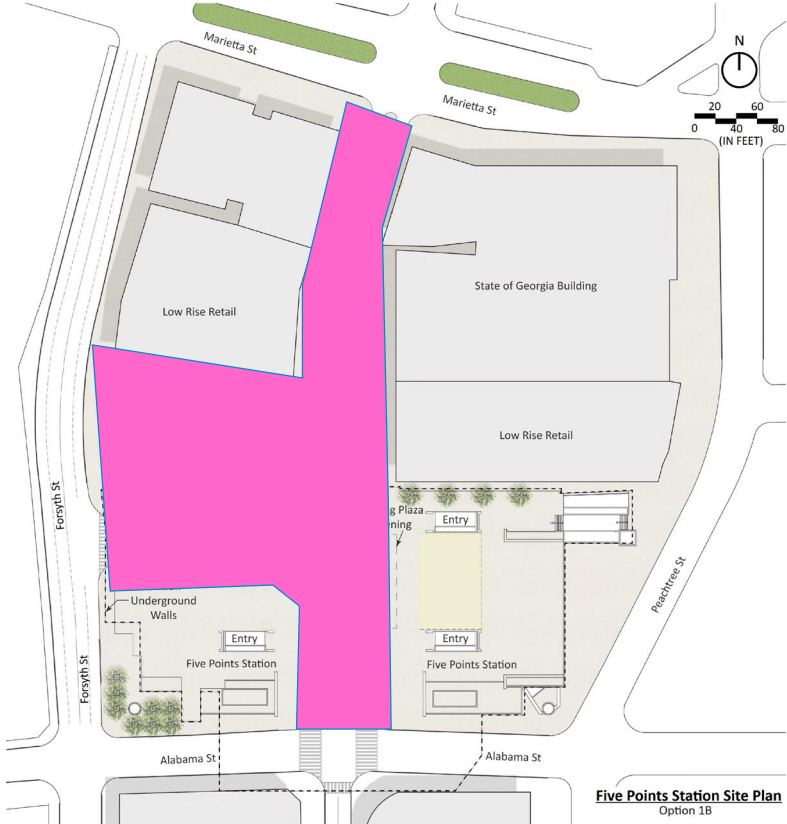


SEQUENCE 10 – MOVE SHORES TO NEXT RING INSIDE





# Feasibility Studies Conducted – Broad Street

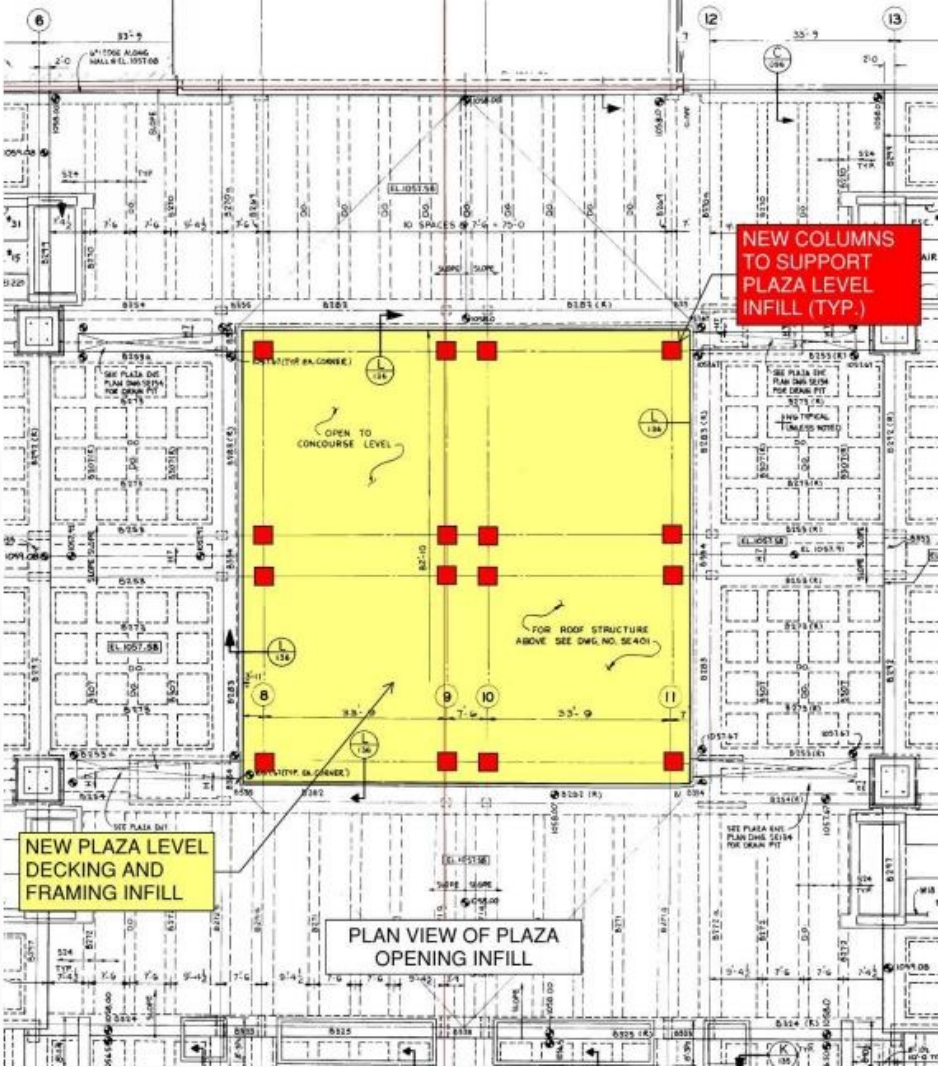


## TASK 3A

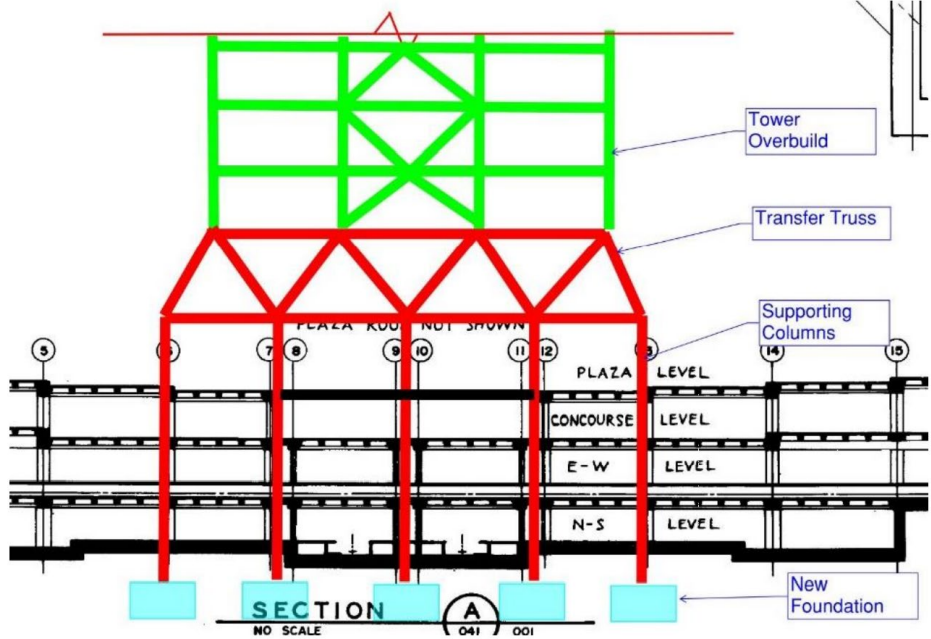
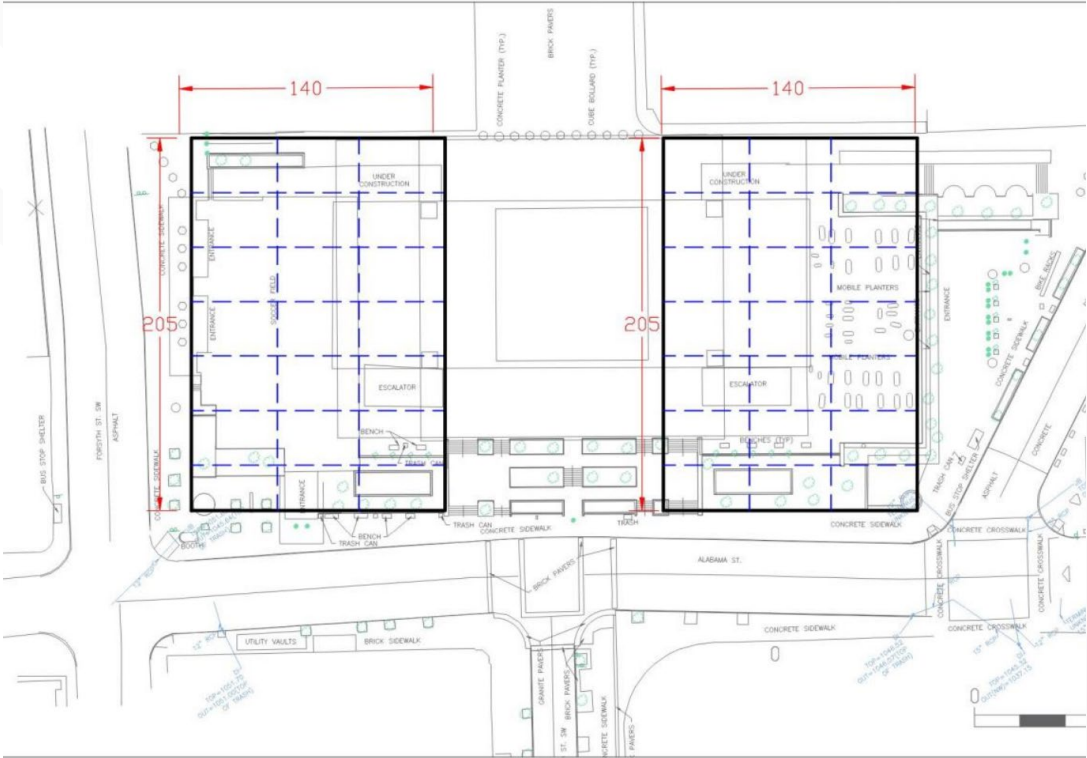


Deliverable: *Evaluation Technical Memorandum*

# Feasibility Studies Conducted – Closing the “Drum”



# Feasibility studies conducted – Transit Oriented Development



# Georgia Tech Capstone Projects Sustainability and Design at Five Points



enTerra Engineering

Constraints

Envision™  
Sustainability  
Brainstorming

Sketches

AutoCAD  
Drafting

Revit  
Rendering

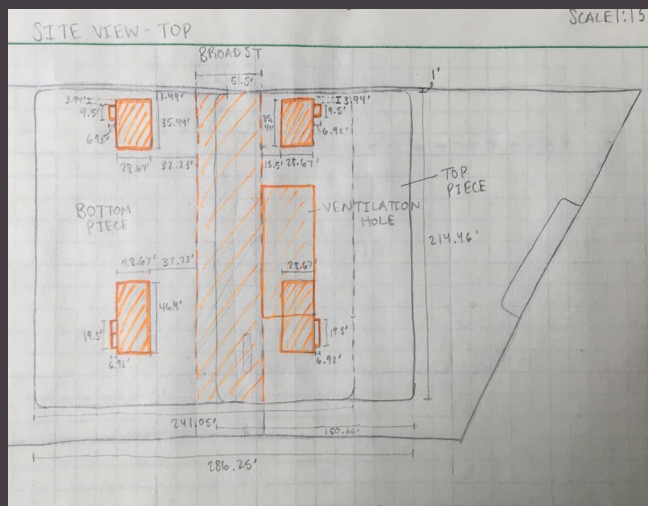


Figure 9. Initial sketch

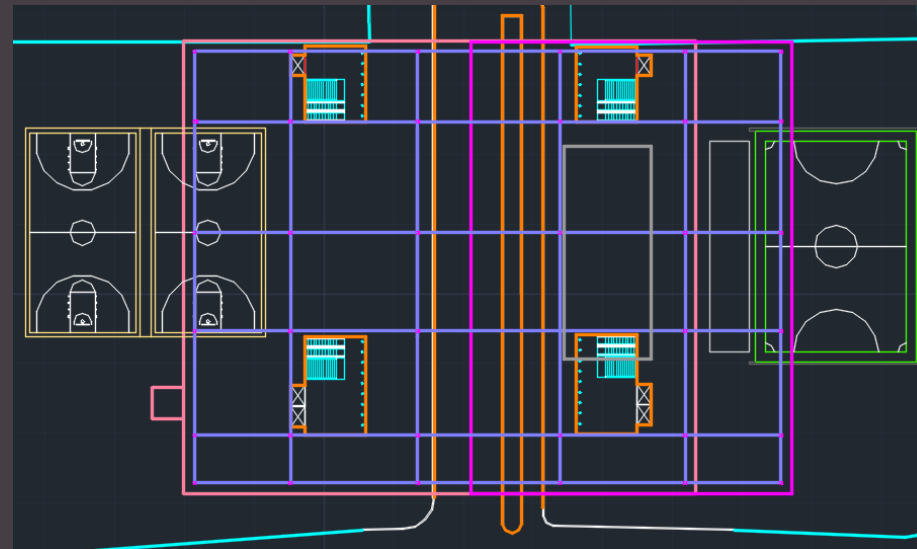


Figure 10. Structural development, CAD

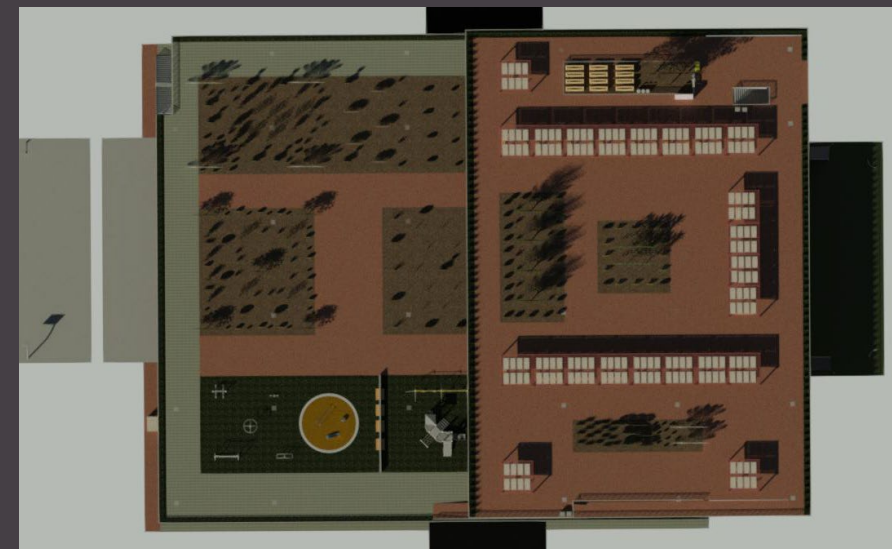


Figure 11. Final Revit site view

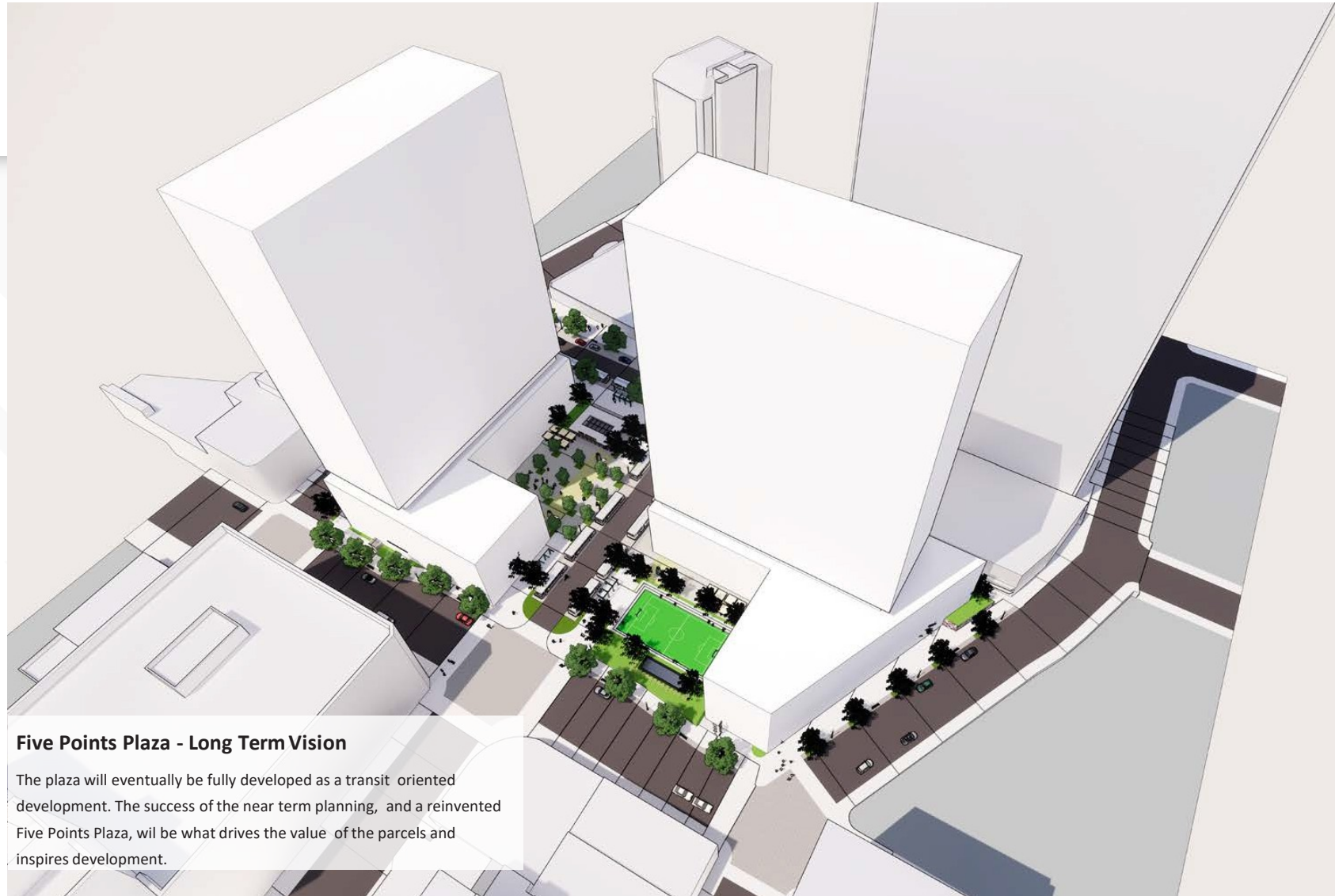
# Five Points Near Term Vision Plaza

History  
People  
Art  
Neighborhoods  
Music  
Food  
Attractions  
Happenings  
Sports  
Being Connected



### Five Points Plaza

Bus pickup is located on the new Broad Street extension, intuitively located in the center of the plaza. New civic spaces are located on both sides of Broad. These spaces would be ideal for public events and festivals.



**Five Points Plaza - Long Term Vision**

The plaza will eventually be fully developed as a transit oriented development. The success of the near term planning, and a reinvented Five Points Plaza, will be what drives the value of the parcels and inspires development.

# Key Scope Items

- Deconstruction of the Canopy
- Closure of the “drum”
- Potential Broad St. connection
- Preparing the way for TOD
- Construction Support

*All work to be done while bus, rail and pedestrian activities continue.*

Project to be completed prior to the 2026 World Cup games



## Additional Details

- SEC included the Director of the City of Atlanta Design Studio, Kevin Bacon.
- Overall budget for the project \$150 M (More MARTA funding)
- CMAR procurement is in process





## Results of the Competitive Process

- Pre-Proposal Virtual Conference
- 9 Proposals Received
- All Deemed Responsive
- SEC members independently reviewed and scored all proposals
- 5 Selected for interviews
- SEC independently rescored and ranked the teams

7 teams committed to meeting the 31% DBE goal.

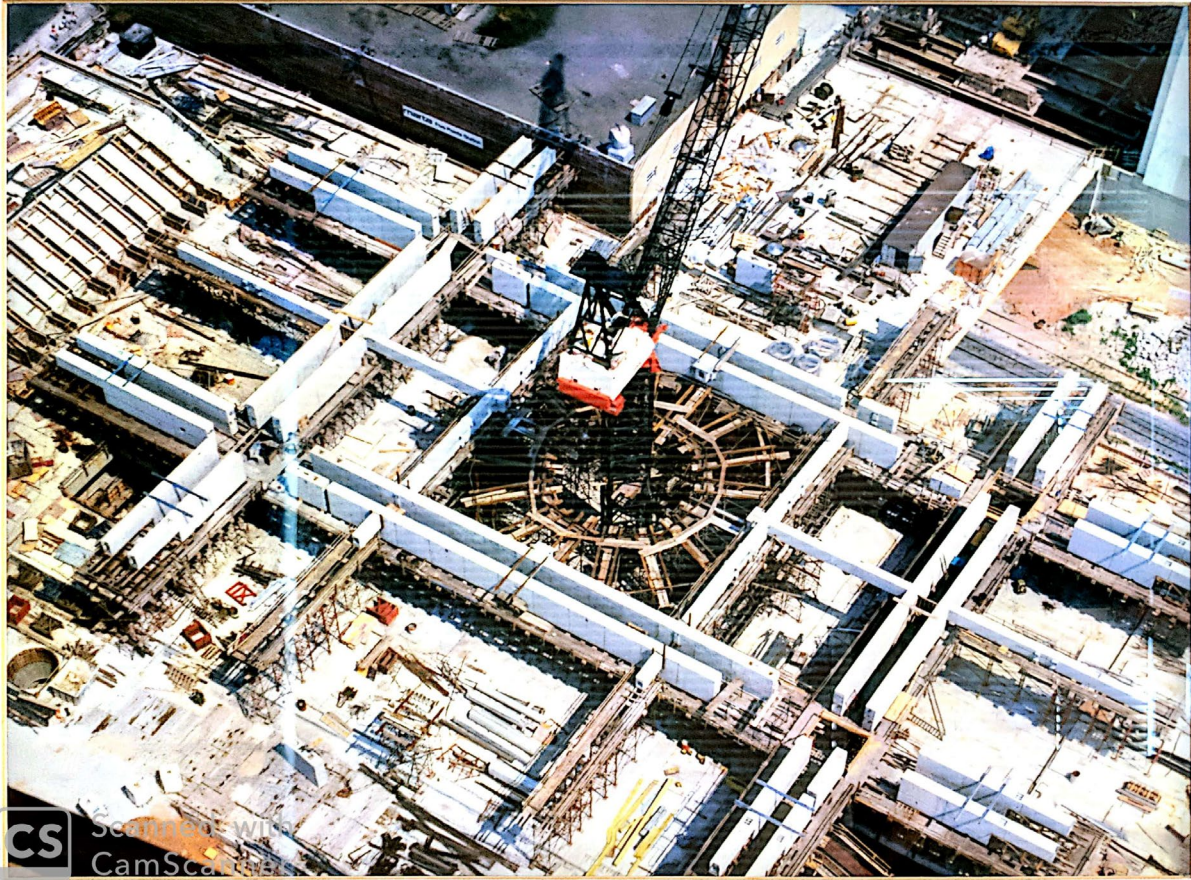
2 teams committed to exceeding the DBE goal.

# Team recommended by the SEC

**Skidmore, Owings & Merrill (SOM)**  
 Architecture, Structures, Sustainability,  
 Project Management

SOM | Axis | EXP | SHAPE | Goode van Slyke  
 DBE

|  |  |  |
|--|--|--|
| <b>Aulick (DBE)</b><br>Civil / Hydraulics<br>Engineering | <b>Facet (DBE)</b><br>Electrical, Lighting,<br>Communications/IT, Security | <b>PCS (DBE)</b><br>Cost Estimating and<br>Scheduling            |
| <b>Rohadfox (DBE)</b><br>Safety Engineer                 | <b>Domingo Gonzalez (DBE)</b><br>Specialty Lighting                        | <b>CERM (DBE)</b><br>Environmental,<br>Survey, Geotech           |
| <b>HGOR</b><br>Landscape<br>Design                       | <b>Jensen Hughes</b><br>Code and ADA<br>Consultant                         | <b>Lerch Bates</b><br>Vertical<br>Transportation                 |
|  |  | <b>Hummingbird Firm (DBE)</b><br>Community<br>Outreach           |
|  |  | <b>Parsons Transportation</b><br>Specialized Rail<br>Engineering |



**Committed to exceeding the 31% DBE goal**

# Team Leadership



**Marla Gayle**  
Managing Director  
Project Manager  
SOM

**Relevant Projects:**

- Moynihan Train Hall, Penn Station Complex, NY
- Times Square Subway Complex Rehabilitation, NY
- Herald Square Subway Complex Rehabilitation, NY
- Eglinton Crosstown Light Rail System, Toronto, ON



**Dean Collins**  
Senior Partner  
Deputy Project Manager  
Axis Infrastructure

**Relevant Projects:**

- MARTA On-Call Architecture & Engineering Design, Station Rehabilitation Program, Atlanta, GA
- GDOT, SR 26/US 80 Bridge at Tybee Island, GA
- Evermore CID, Old U.S. 78 Connector Street Design Lilburn, GA



**Preetam Biswas**  
Director of Structural Engineering  
Lead Structural Engineer  
SOM

**Relevant Projects:**

- Penn Station East End Gateway, NY
- Brightline, Miami, FL
- Manhattan West, NY
- 35 Hudson Yards, NY
- 201 Bishopsgate and The Broadgate Tower, London, UK

# Global Design Leadership



**We are a collective of architects,  
designers, engineers, and planners  
building a better future.**

**85**  
years of innovative  
design

**10,000+**  
projects in over  
50 countries

**2,200+**  
International  
design awards

**6**  
AIA 25-year  
Awards

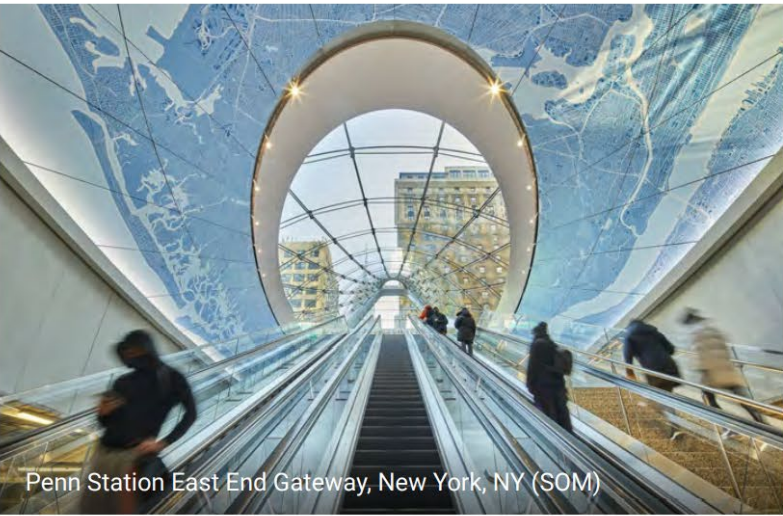
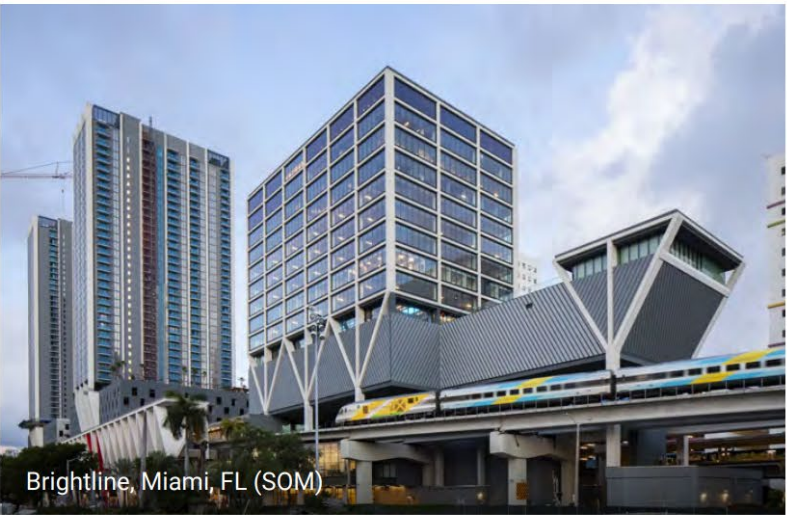
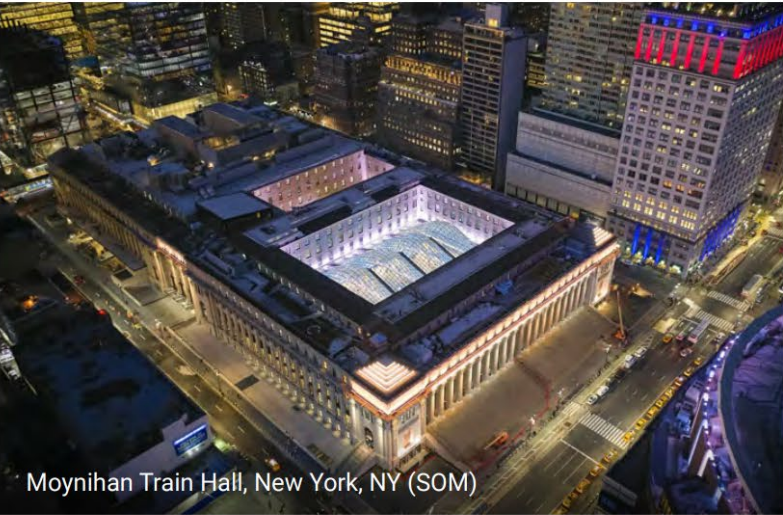
**50%**  
Repeat Clients

**10**  
Offices across  
the globe

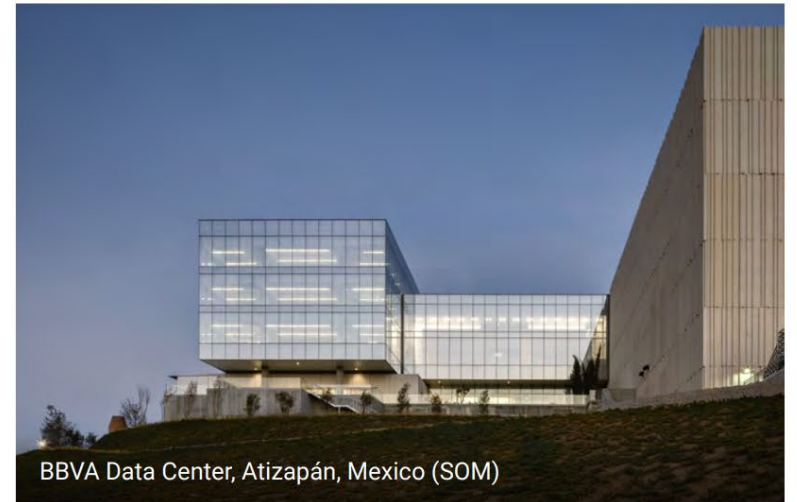
Designed over  
**2B ft<sup>2</sup>+**  
of space

**\$330M**  
2019 Revenue

# Recent Domestic Rail Experience

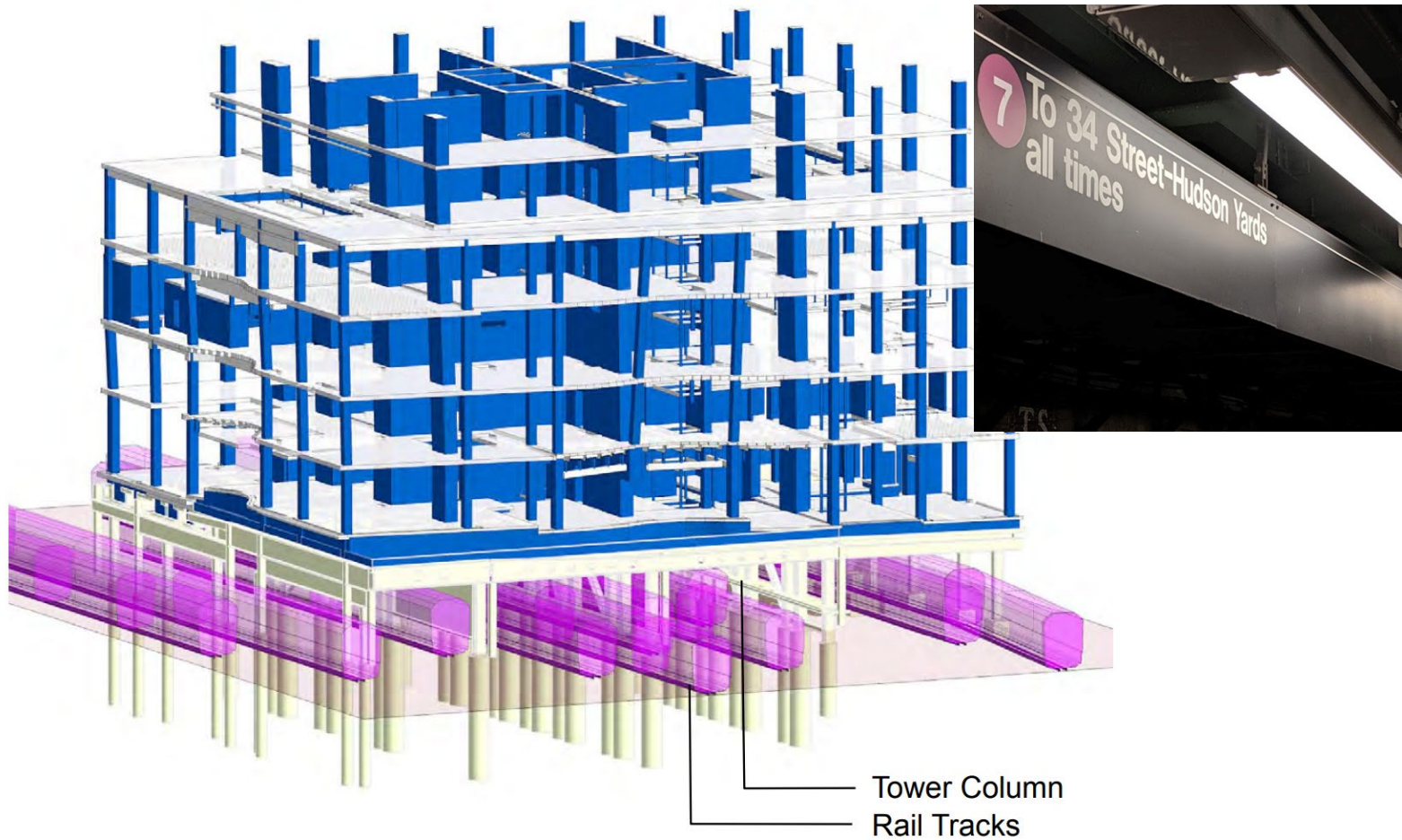


# Experience with Construction Manager At Risk (CMAR)



# Complex Staging and Construction Over Active Rail Lines

35 Hudson Yards



# Station Enhancements

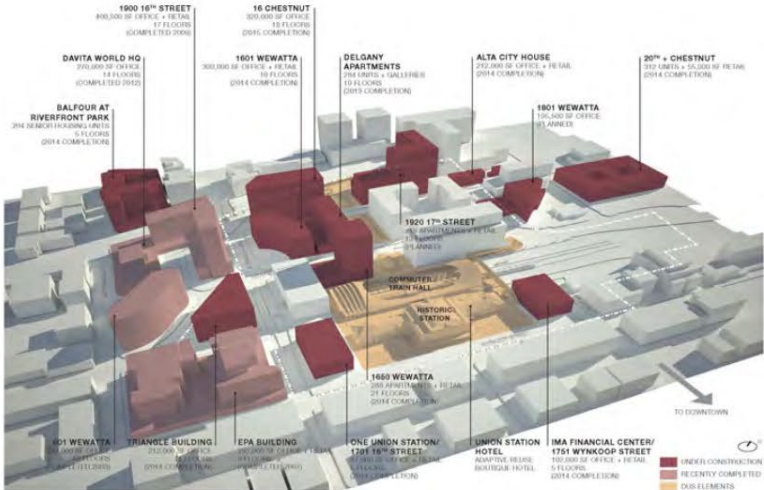


Penn Station East End Gateway, New York, NY (SOM)



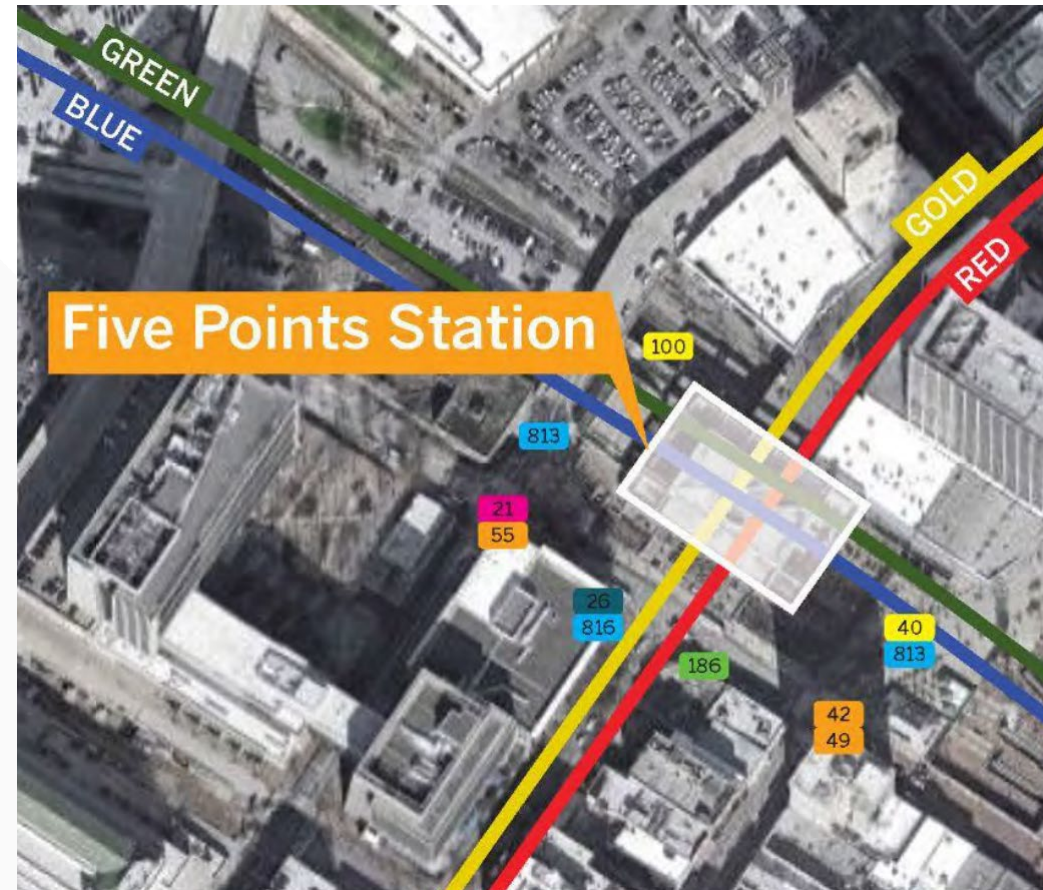


# Early Planning for Future Transit-Oriented Development



## Summary of Request

- Total project budget is \$150M
- SEC recommends the SOM team be awarded the contract for Five Points Transformation AE services
- The contract will be for a term through 2026.
- Funding request is for \$15M





Thank You

**Resolution Authorizing the Award of Contract for  
A&E Services for the Five Points Transformation,  
REI 47796**



**Resolution Authorizing the Execution of a Boundary Line Agreement with Plowshares Inc. to clarify ownership of 1,860 square feet from 3326 E Ponce de Leon Avenue (Tax ID's 18-009-10-002 & 18-009-10-001) and 926 square feet from 225 Laredo Drive (Tax ID 18-009-10-044), adjacent to the Laredo Garage - Parcel D1203, in the 18th District of Dekalb County, Georgia.**

**Planning & Capital Programs Committee**

*June 25, 2021*

**Robin Boyd**  
Director of Real Estate



# Location Map

## Proposed Boundary Agreement adjacent to Laredo Garage

### Location Map

#### Boundary Line Ownership Agreement Between MARTA and Plowshares Inc.



# Transaction Overview

|                            |   |
|----------------------------|---|
| <b>Purpose</b>             | <ul style="list-style-type: none"> <li>MARTA Parcel D1203 is the location of MARTA's Laredo Garage at 3326 E Ponce de Leon Avenue. Plowshares Inc owns the adjacent property directly to the south of the Laredo facility known as 225 Laredo Drive.</li> <li>Two parcels of land between 3326 E Ponce de Leon Avenue and 225 Laredo Drive show unclear ownership between MARTA and Plowshares Inc.</li> <li>In preparation for a sale of their property, Plowshares Inc approached MARTA to define ownership of the two parcels of land.</li> <li>The proposal is for Plowshares Inc to take ownership of 1,860 square feet (Tax ID's 18-009-10-002 &amp; 18-009-10-001) of landlocked property with a fair market value of \$15,900.00 and for MARTA to take ownership of 926 square feet (Tax ID 18-009-10-044) of frontage on Laredo Drive with a fair market value of \$13,900.00. Plowshares Inc. will pay the \$2,000 difference in value to MARTA at execution of the Agreement.</li> </ul> |
| <b>Property</b>            | MARTA Parcel D1203  |
| <b>Structure</b>           | Boundary Agreement  |
| <b>Appraisal</b>           | \$13,900 value + \$2,000 cash to MARTA; \$15,900 value to Plowshares Inc  |
| <b>Term</b>                | Permanent   |
| <b>Acquisition History</b> | Included in Parcel Acquired by MARTA in 1980 for \$1,152,692.61   |
| <b>FTA Interest</b>        | 80% Federal interest in Laredo Garage thru Grant GA-03-0026; FTA concurrence for the license agreement has been requested   |

## **Request Approval of the Board**

Resolution Authorizing the Execution of a Boundary Line Agreement with Plowshares Inc. to clarify ownership of 1,860 square feet from 3326 E Ponce de Leon Avenue (Tax ID's 18-009-10-002 & 18-009-10-001) and 926 square feet from 225 Laredo Drive (Tax ID 18-009-10-044), adjacent to the Laredo Garage - Parcel D1203, in the 18th District of Dekalb County, Georgia.



Thank You





# August 2021 Proposed Service Modifications



# Service Modifications Overview

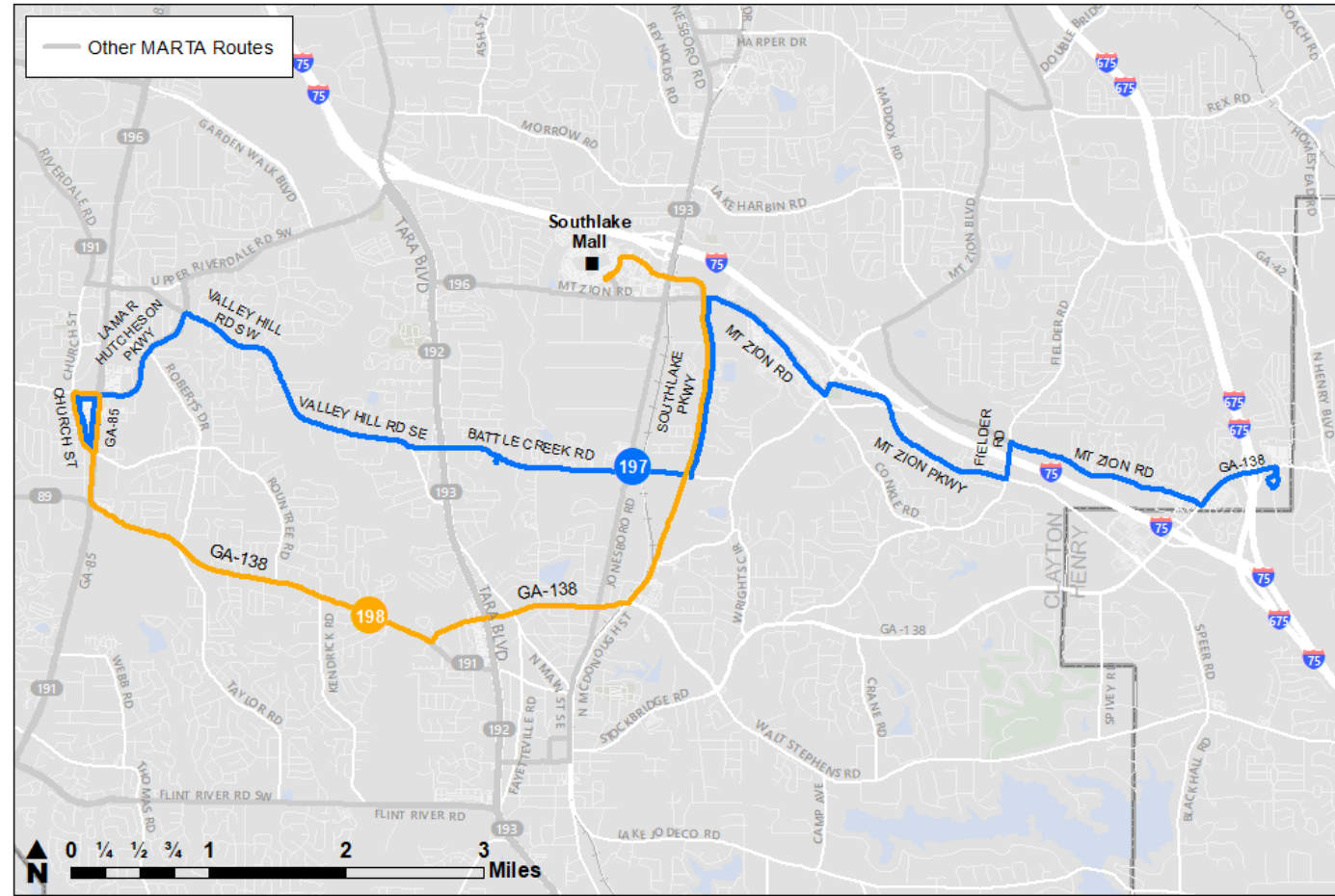
- August service modifications will affect the following bus routes: 42, 51, 66, 68, 94, 165, 196, 853, 197(new) and 198 (new).
- Key Objectives:
  - Title VI Adherence
  - Operational Improvements
  - Add two new Clayton County bus routes

## SERVICE MODIFICATIONS SUMMARY AUGUST 2021

| Route # | Route Name                     | Modification     | Purpose                    |
|---------|--------------------------------|------------------|----------------------------|
| 42      | Pryor Road                     | Adjust frequency | Title VI                   |
| 51      | Donald Lee Hollowell Parkway   | Adjust span      | Title VI                   |
| 66      | Lynhurst Drive/Princeton Lakes | Adjust span      | Title VI                   |
| 68      | Benjamin E Mays Drive          | Adjust span      | Title VI                   |
| 94      | Northside Drive                | Adjust span      | Title VI                   |
| 165     | Fairburn Road                  | Adjust span      | Title VI                   |
| 196     | Upper Riverdale/Southlake      | End of Line      | Operational Improvement    |
| 853     | Center Hill                    | Adjust span      | Title VI                   |
| 197     | Battle Creek                   | New Route        | 15 <sup>th</sup> Amendment |
| 198     | Southlake Parkway              | New Route        | 15 <sup>th</sup> Amendment |

# Proposed New Routes 197 & 198

- Route 197 – Battle Creek
  - ✓ Frequency: 45-60 minutes
  - ✓ Operating Hours:
    - weekdays: 5 am - midnight
    - weekends: 6 am - midnight
- Route 198 – Southlake Parkway
  - ✓ Frequency – 45-60 Minutes
  - ✓ Operating Hours:
    - weekdays: 5 am - midnight
    - weekends: 6 am - midnight
- Est. Annual O&M Cost: \$2.0 million



**Proposed Routes 197 and 198**

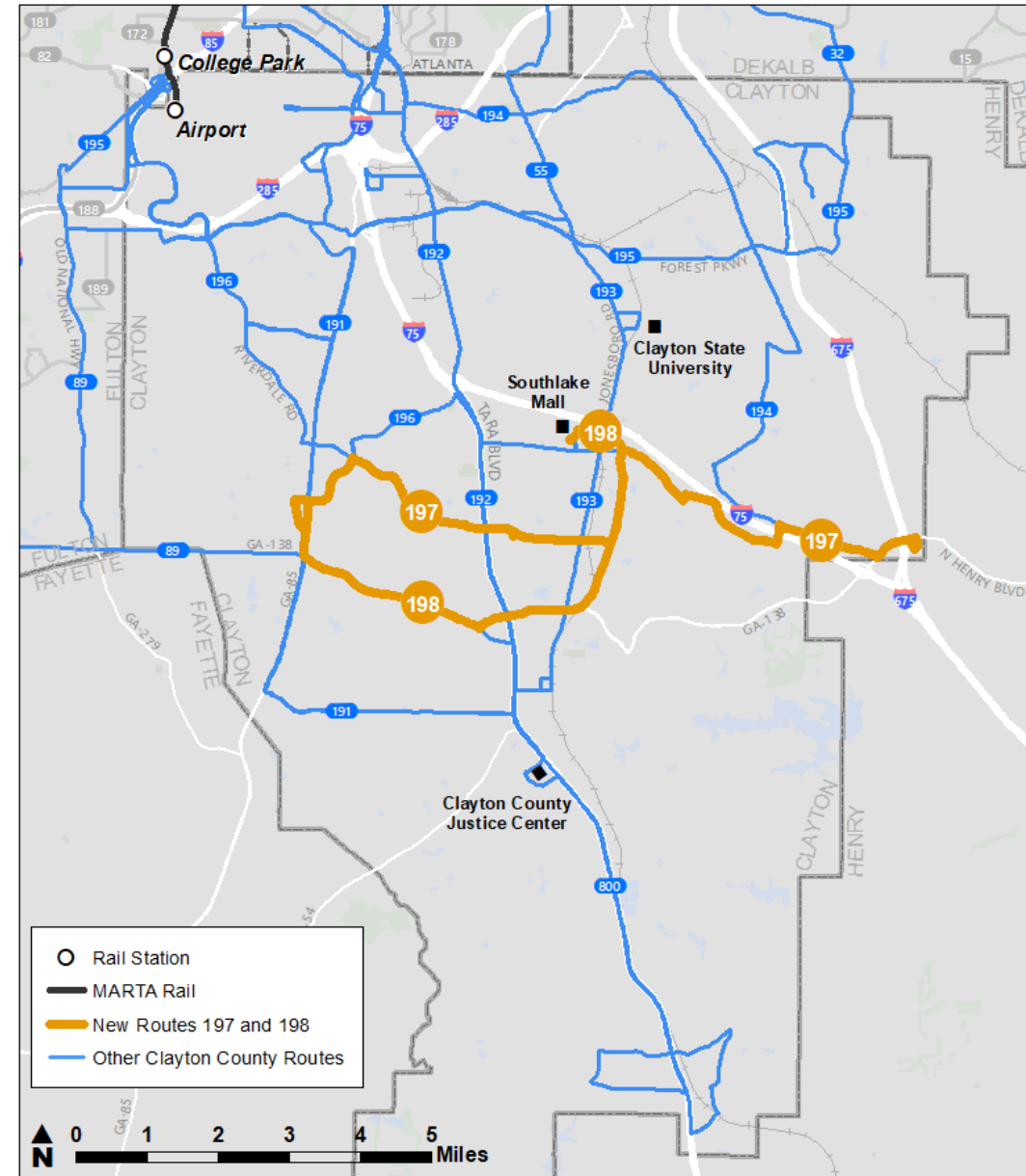
Proposed Bus Network as of August 2021



SERVICE PLANNING

# Clayton County Bus Network

- Existing Bus Routes: 191, 192, 193, 194, 195, 196, 800, 32, 55, 89
- New Bus Routes: 197 & 198
  - ✓ Completes initial bus network as outlined in the 14<sup>th</sup> & 15<sup>th</sup> Amendment
- Ongoing planning
  - ✓ Clayton County Justice Center Transit Hub
  - ✓ Bus Shelters and Benches
  - ✓ Clayton County High Capacity
  - ✓ Fort Gillem and City of Morrow planning discussions
  - ✓ Clayton County Transit System Plan
    - Expanded transit hubs, routes and bus stop amenities



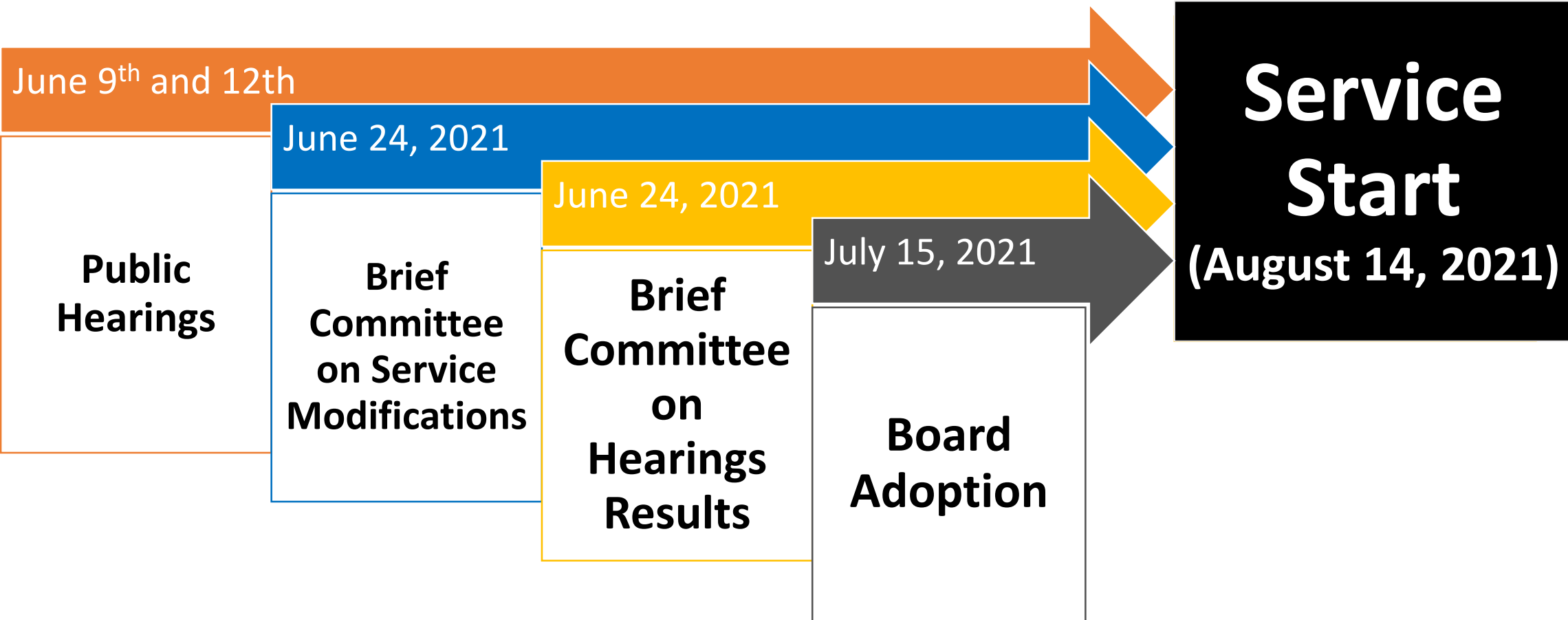
Clayton County

Proposed Bus Network as of August 2021



SERVICE PLANNING

# Next Steps



# Discussion



# Results of Public Hearings on Proposed Service Modifications for August 2021

*Planning & Capital Programs Committee*

**marta** 





# August 2021 Service Modification:

## Public Engagement Overview



MARTA's External Affairs worked collaboratively with the Planning Department to share information about three proposed service modifications.



External Affairs hosted two virtual public hearings on June 9<sup>th</sup> and June 12<sup>th</sup> to alert MARTA customers of the proposed impacts and to seek feedback regarding the service modifications.



Customers, area residents and stakeholders were engaged in various ways to ensure the public was adequately notified of the proposed service modifications.

# Proposed Changes: Routes 196, 197 & 198

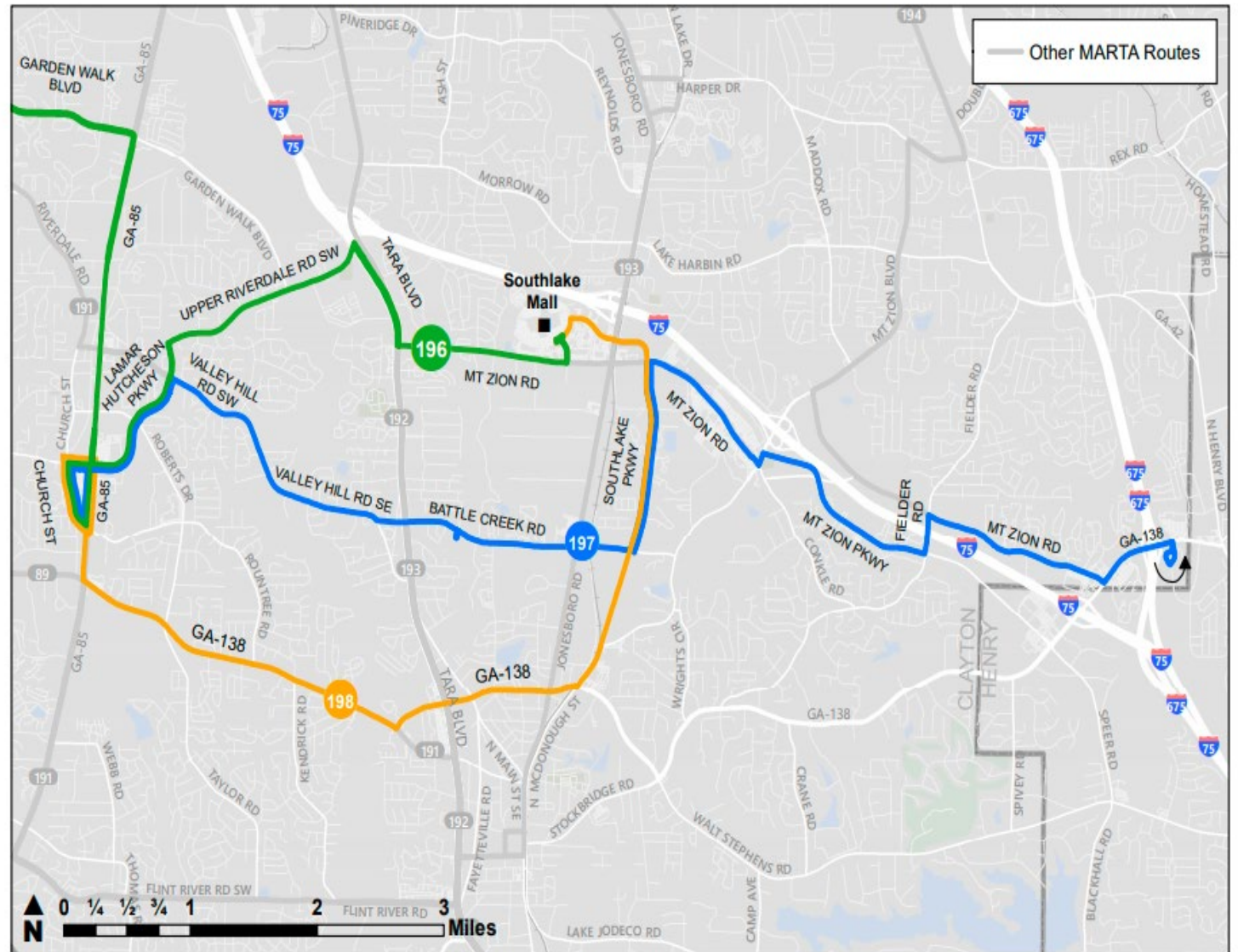
**Route 196** - Improves operational efficiency on southbound trips, Route 196 will now operate the loop of Bethesda Road, Church Street, and State Route 85 south of Bethesda in Riverdale in a clockwise direction.

**Route 197** – New route 197 is proposed to operate between Riverdale Town Center and Davidson Parkway near its intersection with State Route 138 near Stockbridge.

- ✓ Frequency: 45-60 minutes
- ✓ Operating Hours:  
weekdays: 5 am - midnight  
weekends: 6 am - midnight

**Route 198** – New route 198 is proposed to operate between Riverdale Town Center and Southlake Mall.

- ✓ Frequency: 45-60 Minutes
- ✓ Operating Hours:  
weekdays: 5 am - midnight  
weekends: 6 am - midnight



## Proposed Routes 196, 197 and 198

Proposed Bus Network as of August 2021



SERVICE PLANNING

# Virtual Public Hearings

- Due to COVID-19 concerns, the public hearings were held virtually on June 9<sup>th</sup> and June 12<sup>th</sup>.
- One hour was dedicated for the “Community Exchange” period.
- The two public hearings were streamed live on Facebook and YouTube and could leave feedback and comments on both platforms.
- Customers could also login via phone as well.

# MARTA PUBLIC HEARING NOTICE

**Proposed Route Adjustment & New Bus Service  
Effective August 14, 2021**

For the following bus routes:

**Route 196:** Upper Riverdale-Southlake

**Route 197:** Battle Creek Road

**Route 198:** Southlake Parkway

**TO PARTICIPATE IN MARTA'S  
UPCOMING PUBLIC HEARINGS:**

**WEDNESDAY,  
June 9**

Community Exchange:  
6 PM – 7 PM

**PUBLIC HEARING: 7 PM**

Go to [itsmarta.com](https://itsmarta.com) to  
join the virtual hearing  
and community exchange

Phone In: call  
**408-418-9388**

Use Access Code:  
**173 610 8530**

**SATURDAY,  
June 12**

Community Exchange:  
10 AM – 11 AM

**PUBLIC HEARING: 11 AM**

Go to [itsmarta.com](https://itsmarta.com) to  
join the virtual hearing  
and community exchange

Phone In: call  
**408-418-9388**

Use Access Code:  
**173 489 8975**

**LIVE ON:**



Facebook Live



YouTube

## COMMUNITY REVIEW

An overview of the proposed new service, routing and maps will be available for review June 7, to June 14, at [itsmarta.com](https://itsmarta.com).

Copies of the proposed new bus service, routing and maps will also be available for public viewing at MARTA Headquarters, 2424 Piedmont Road, N.E. Atlanta, Georgia 30324 during regular business hours, Mon-Fri-8:30 AM to 5:00 PM.

**Comments may be submitted no later than June 14, 2021, via voice message at 404-848-5299, sent to MARTA's Office of External Affairs, 2424 Piedmont Road, N.E. Atlanta, GA 30324-3330, or emailed to [publichearinginfo@itsmarta.com](mailto:publichearinginfo@itsmarta.com).**

**VIRTUAL PUBLIC HEARING**

To learn more, visit [itsmarta.com](https://itsmarta.com) or call

**404-848-5000**

To request this information in another language or in an accessible format, call 404-848-4037 or 404-848-5665 (TTY).



# Public Engagement & Outreach

- Public hearing signs were placed along impacted routes
- MARTA shared public hearing information via email to jurisdictional partners and stakeholders. Regional partners were asked to share information via social and listservs.
- A series of social media posts were shared across MARTA's social media platforms and prominently placed on itsmarta.com website.
- Press release issued by MARTA Communications (June 7, 2021).



| WEDNESDAY,<br>June 9   | SATURDAY,<br>June 12   |
|--|--|
| Community Exchange:<br>6 PM – 7 PM   | Community Exchange:<br>10 AM – 11 AM   |
| <b>PUBLIC HEARING: 7 PM</b>  | <b>PUBLIC HEARING: 11 AM</b>   |
| Go to <a href="https://itsmarta.com">itsmarta.com</a> to join the virtual hearing and community exchange | Go to <a href="https://itsmarta.com">itsmarta.com</a> to join the virtual hearing and community exchange |
| Phone In: call<br><b>408-418-9388</b>  | Phone In: call<br><b>408-418-9388</b>  |
| Use Access Code:<br><b>173 610 8530</b>  | Use Access Code:<br><b>173 489 8975</b>  |

**MARTA PUBLIC HEARING NOTICE**

Proposed route information and maps can be found online and viewed at MARTA Headquarters during regular business hours. Address: 2424 Piedmont Road, N.E. Atlanta, Georgia 30324. Hours: Mon-Fri 8:30 a.m. to 5 p.m.




# LAST CALL FOR COMMENTS

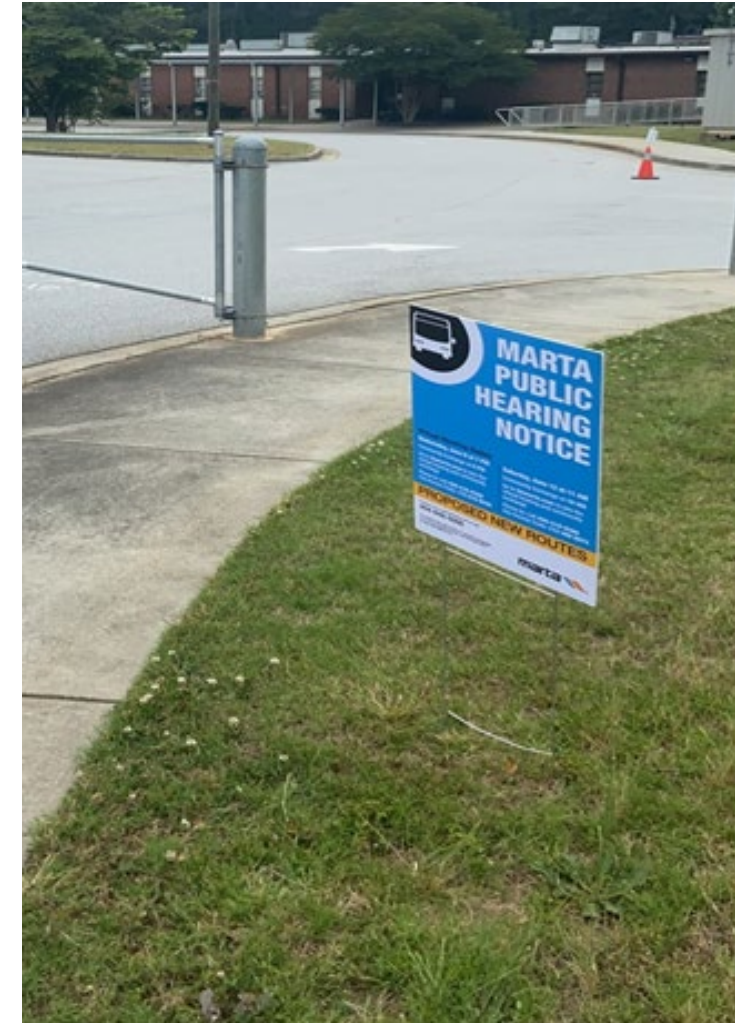
**CLAYTON COUNTY PROPOSED ROUTE ADJUSTMENTS & NEW BUS SERVICE**  
**COMMENTS DUE JUNE 14, 2021**

**FOR MORE INFORMATION VISIT, [ITSMARTA.COM](https://itsmarta.com).**



# Public Engagement & Outreach

- Outreach and engagement activities also included canvassing, sign placements, literature drops and direct customer engagement tactics.
- Signage was placed at 25 of Clayton County's busiest bus stops and at high-traffic intersections.



# Public Engagement & Outreach: Title VI

- Following Title VI requirements, public facing collateral was also printed in Spanish and provided to area organizations and cultural groups for sharing.
- Additionally, the multi-layered approach provided impacted customers, area residents and stakeholders with various touch points of engagement.
- Information for public meetings are always made available in an alternative form by request.



## MARTA Aviso de Audiencia Pública

### Fechas de Audiencia Virtual:

**Miércoles, 9 de junio a las 7 p. m.**

Intercambio Comunitario a las 6 p. m.

Visite [itsmarta.com](http://itsmarta.com)  
para unirse a la audiencia virtual

Únase por teléfono: llame al **408-418-9388**  
Use el código de acceso: **173 610 8530**

**Sábado 12 de junio a las 11 a. m.**

Intercambio Comunitario a las 10 a. m.

Visite [itsmarta.com](http://itsmarta.com)  
para unirse a la audiencia virtual

Únase por teléfono: llame al **408-418-9388**  
Use el código de acceso: **173 489 8975**

### PROPUESTAS DE NUEVAS RUTAS

Para obtener más información, visite [itsmarta.com](http://itsmarta.com) o llame al **404-848-5000**

Para solicitar esta información en otro idioma o en un formato accesible, llame al 404-848-4037 o al 404-848-5665 (TTY).



## MARTA PUBLIC HEARING NOTICE

### Virtual Hearing Dates:

**Wednesday, June 9 at 7 PM**

Community Exchange at 6 PM

Go to [itsmarta.com](http://itsmarta.com)  
to join the virtual hearing

Phone In: call **408-418-9388**  
Use Access Code: **173 610 8530**

**Saturday, June 12 at 11 AM**

Community Exchange at 10 AM

Go to [itsmarta.com](http://itsmarta.com)  
to join the virtual hearing

Phone In: call **408-418-9388**  
Use Access Code: **173 489 8975**

### PROPOSED NEW ROUTES

To learn more, visit [itsmarta.com](http://itsmarta.com) or call **404-848-5000**

To request this information in another language or in an accessible format, call 404-848-4037 or 404-848-5665 (TTY).



# Additional Digital Outreach

- Service modification YouTube video garnered **531** views
- Social Media Impacts:  
Facebook **258** views
- Twitter **9** retweets
- Nextdoor **116,433** impressions
- Text Message Campaign: 94K residents in service area (80% Clayton County residents)



Search



Proposed Bus Service Changes - August 14, 2021

417 views • Jun 3, 2021

16 0 SHARE SAVE ...



# Virtual Public Hearing Attendance

## June 9 Virtual Public Hearing

Number of Attendees 227

Questions/Comments 0

Additional Feedback 0

## June 12 Virtual Public Hearing

Number of Attendees 146

Questions/Comments 5

Additional Feedback 1



# Summary of Public Comments

## Route 197 and general

- At the end of Rt. 197, can it make a left onto Davidson Pkwy instead of a right? There's an opportunity for a bus layover and good retail on that side of the road.
- Can Route 197 be extended to Southlake Mall?
- Will transfers happen on Fielder Rd?
- Thank you very much for the information on the meetings in Clayton County.

## Route 198 and general

- Noticed both Routes 197 and 198 come near Southlake Mall; are they intended to provide transfers to the future Clayton County Commuter Rail station when that service is running?
- As a Clayton County citizen and concerned parent, I propose MARTA create a bus from Clayton County to Six Flags Over Georgia, similar to what runs from HE Holmes Station. Three suggested points of pick up are Clayton County Courthouse, Southlake Mall or Riverdale Town Center, and a final pick up at College Park Station.



## Next Steps

Pending MARTA Board approval, service modifications will go into effect August 14, 2021.

Jurisdictional partners and stakeholders will be notified of finalized service modifications and asked to share information with their networks

MARTA customers will be notified of the service modifications through ongoing communications and engagement tactics through canvassing activities, route signage and social media.





Thank You

**Questions?**