



PLANNING & EXTERNAL RELATIONS COMMITTEE MEETING

Metropolitan Atlanta Rapid Transit Authority

Thursday, May 3, 2018
10:31 a.m.

MEETING SUMMARY

Board Members Present

Robert F. Dallas
William F. Floyd
Jerry Griffin
Freda B. Hardage
Alicia M. Ivey
Russell McMurry, P.E.*
John (Al) Pond
Christopher S. Tomlinson*

* * *

Consent Agenda

1. Approval of the April 12, 2018 Planning & External Relations Committee Meeting Minutes

On motion by Mr. Pond seconded by Ms. Ivey the Consent Agenda was unanimously approved by a vote of 4 to 0, with 4 members present.

Individual Agenda

1. Briefing – FY 2018 Mid-Year Ridership Review

Board members received a briefing on FY 2018 Mid-Year Ridership Review

2. Briefing – Proposed Service Modifications for August 2018

Public Hearings

- Monday, May 14, 2018 Clayton County Board Room, 112 Smith Street, Jonesboro, GA 30236
- Tuesday, May 15, 2018, Fulton County Government Center, 141 Pryor Street, Atlanta, GA 30303
- Wednesday, May 16, 2018 DeKalb Maloof Auditorium, 1300 Commerce Drive, Decatur, GA 30303

* Russell R. McMurry, P.E. is Commissioner of Georgia Department of Transportation (GDOT); Christopher Tomlinson is Executive Director of Georgia Regional Transportation Authority (GRTA) and therefore, are non-voting members of the MARTA Board of Directors

Meeting Summary

5/3/18

Page 2

3. Briefing – Ride to Wellness Initiatives Update

Goals:

- Develop and increase accessible transportation options for citizens to attend healthcare and non-emergency medical care appointments
- Expand collaborative efforts of MARTA and healthcare providers to improve the outcome of patients' ability to confidently use public transportation
- Engage the community to identify barriers for individuals that may be unable to use public transportation to access healthcare services
- Host a regional summit in June 2018 to explore the challenges and identify solutions to improve access for disadvantaged individuals

MARTA has partnered with Atlanta Regional Commission (ARC) to empower participants to use public transportation for their healthcare appointments

4. Briefing – Airport Video/Campaign

Campaign Objectives:

- Increase awareness of MARTA's direct airport connection
- Increase the number of airport riders
- Promote MARTA as the low cost, convenient, stress free way to travel to/from the airport

5. Briefing – Media Impressions Quarterly Update

The Board received a briefing on Media Impressions from January to March 2018. MARTA's Office of Communications and Media Relations monitors media coverage in broadcast, print and online.

* * *

The meeting adjourned at 11:37 a.m.