



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, JANUARY 26, 2023

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Chair Rita Scott called the meeting to order at 12:04 P.M.

Board Members

Present:

Al Pond
Kathryn Powers
Roderick Frierson
Rita Scott
Stacy Blakley
William Floyd
Jennifer Ide

Board Members

Absent:

Freda Hardage
Jim Durrett
Thomas Worthy
Rod Mullice
Valencia Williamson
Jacob Tzegaegbe
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Raj Srinath
Jonathan Hunt
Ralph McKinney
Rhonda Allen
Luz Borrero
George Wright
Carrie Rocha

Also in Attendance: Leah Ward Sears, Colleen Kiernan, Greg Giuffrida, Tyrene Huff, Kenya Hammond, and Phyllis Bryant

2. APPROVAL OF THE MINUTES

Approval of the External Relations Committee Minutes from November 18, 2023

Approval of the External Relations Committee minutes from November 18, 2023. On a motion by Board Member Pond, seconded by Board Member Frierson, the motion passed by a vote of 6 to 0 with 6 members present.

3. BRIEFING

Government Affairs Legislative Update

Colleen Kiernan, Assistant General Manager External Affairs, provided a briefing of 2023 State and Federal Legislation.

TR-IV Outreach Plan

Greg Giuffrida, Director, Communications and Engagement, provided the above briefing outlining the Authority's outreach efforts around the Track Replacement Phase IV (TR-IV) and Buckhead DXO (Diamond Crossover) program.

4. OTHER MATTERS

None

5. ADJOURNMENT

The meeting adjourned at 12:32 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://youtube.com/live/Y68SZpzMxUM?feature=share>



Government Affairs

January 2023 Update

Agenda

State Legislative Update

Federal Update

New Faces at the Legislature

- ✓ Kemp Administration – alignment with economic development priorities
 - ✓ Executive Leadership
 - ✓ Agency Leadership
- ✓ New Senate Majority Leadership
 - ✓ Minority Leader: Sen. Gloria Butler
- ✓ New House Speaker Leadership
 - ✓ Minority Leader: Rep. James Beverly
- ✓ MARTOC Committee
 - ✓ Chair, Deborah Silcox (R-Sandy Springs)



State Legislative Items

- ✓ Transit Trust Fund/other funding opportunities
- ✓ Transit Lane Camera Enforcement

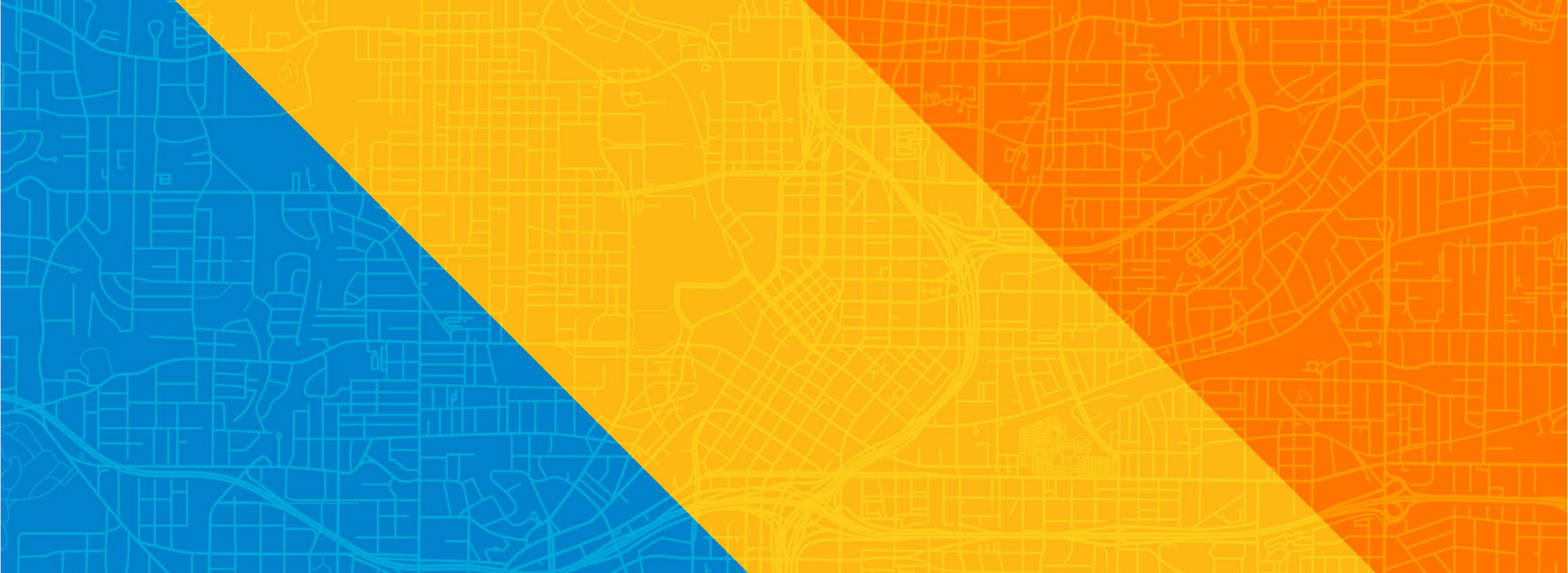
- ✓ Freight & Logistics
- ✓ Electric Vehicles
- ✓ Affordable Housing

Project	Total Project Cost	10% Proposed State Investment
Five Points Station – Platform Rehab	\$50M	\$5M
Airport Station Rehab	\$55M	\$5.5M
SMART Restrooms	\$34M	\$3.4M
MPD Canine Facility	\$5M	\$.5M
TOTAL	\$144M	\$14.4M

Federal Update

- ✓ FY23 Earmarks - \$5M
 - ✓ Rep. Johnson/Sen. Ossoff - \$1M Stonecrest Transit Hub
 - ✓ Rep. Scott/Sen. Warnock
 - ✓ \$1M Justice Center Transit Hub
 - ✓ \$1M Safe Routes for Transit from Each
 - ✓ GA04 – Johnson
 - ✓ GA05 – Williams
 - ✓ GA13 – Scott





Thank You



TRACK REPLACEMENT PHASE IV (TR-IV)



Buckhead DXO (Diamond Crossover)



TODAY'S AGENDA

- TR-IV Overview
- Buckhead DXO
Project Overview
- Customer Impacts
- Public Engagement
& Marketing Efforts
- Q&A



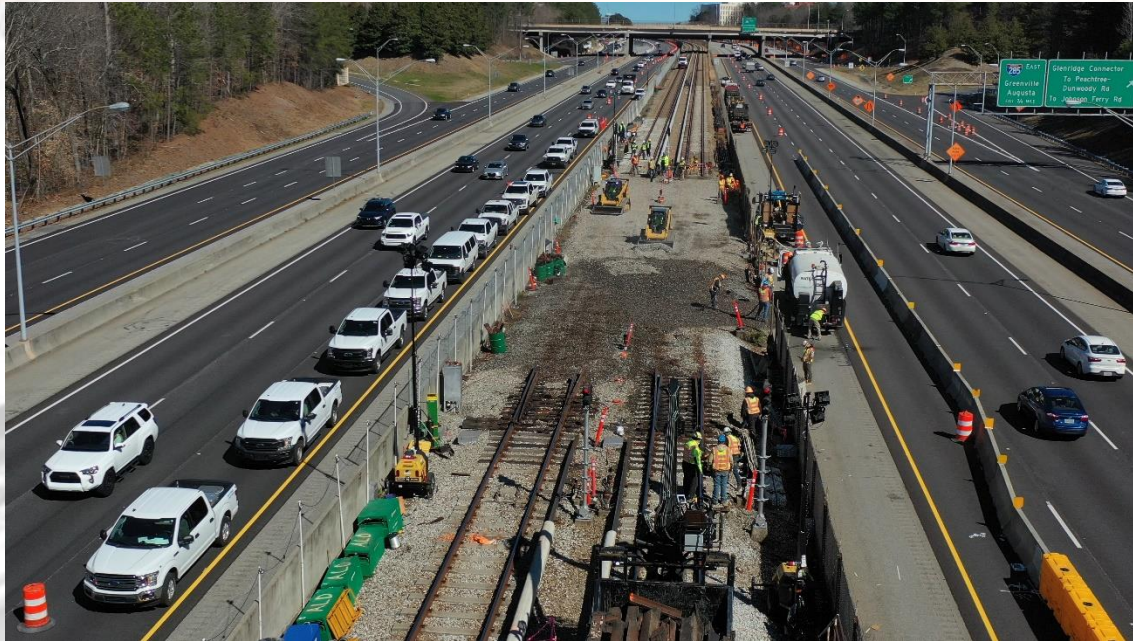
ABOUT TRACK REPLACEMENT – PHASE IV

- The Track Replacement Phase IV (TR-IV) program represents a **\$225 million investment** in MARTA's heavy rail system
- TR-IV is the 4th iteration of a renovation and repair initiative to restore nearly **36 miles of heavy rail lines**
- The TR-IV project will enhance the **safety, efficiency,** and **longevity** of the system's heavy rail lines
- Projects associated with TR-IV will have **varying levels of service impacts** to MARTA customers and neighboring communities



TR-IV PREVIOUS DXO REPLACEMENTS

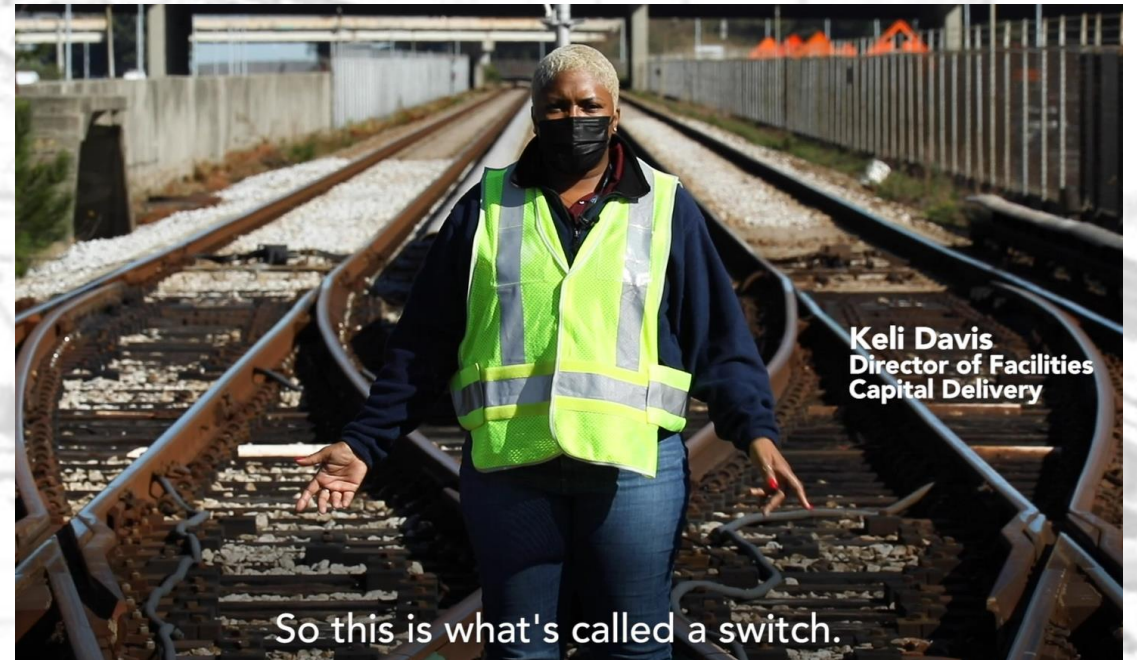
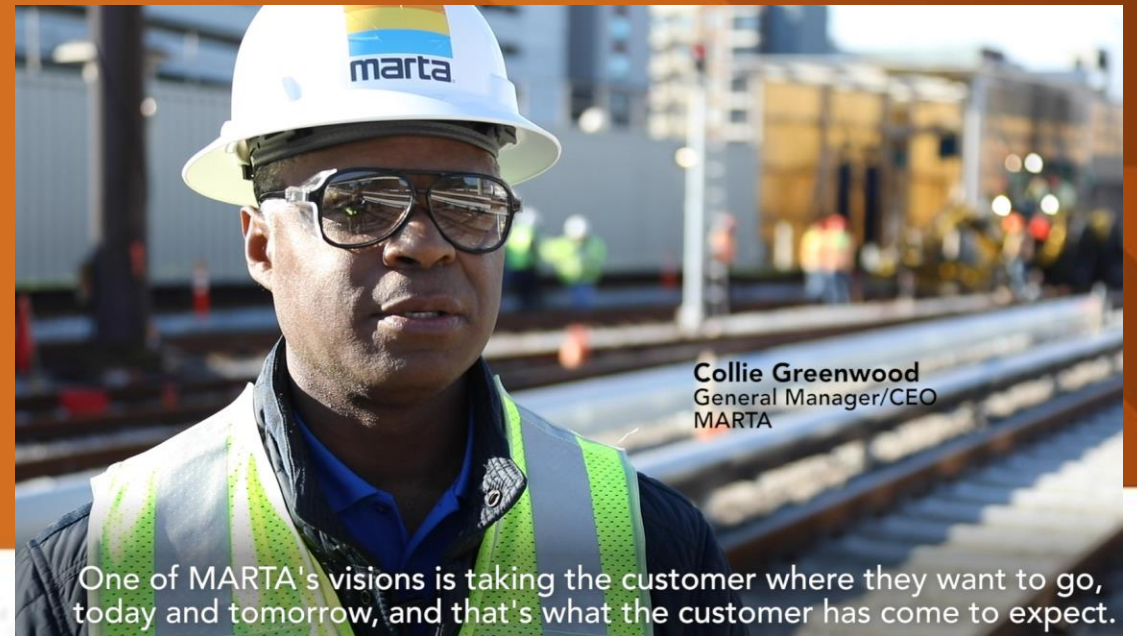
February 2021: CUMBERLAND DXO



February 2022: NORTHLAND DXO

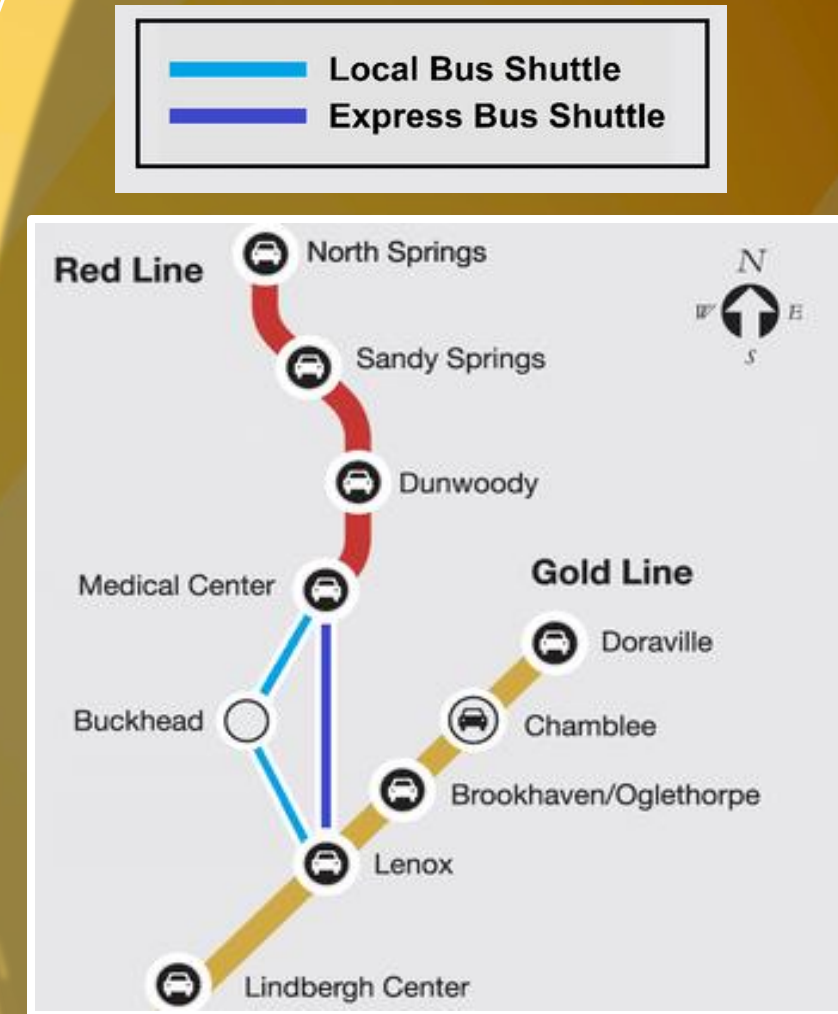
TR-IV PRIMARY VIDEO

2-minute centerpiece of digital and social media campaigns



BUCKHEAD DXO PROJECT TIMING

- Buckhead DXO Shutdown will occur **Friday, February 17, 2023, at 9 p.m.** through the end of service on **Wednesday, February 22, 2023**, impacting **Lenox, Medical Center, and Buckhead stations.**
- The **5-day rail outage** will occur all day Saturday, Sunday, Monday, Tuesday, and Wednesday. Crews will work an accelerated schedule to **minimize the duration of the impacts.**
- Single tracking in the affected location will continue periodically until **Sunday, February 26, 2023, at 5 a.m.**



BUCKHEAD DXO: CUSTOMER IMPACTS & SERVICE MODIFICATIONS

Customer Accommodations



Customers will be directed to multiple alternatives, including bus shuttles, partner shuttles, ride-hailing services, and alternative parking locations

Station Support



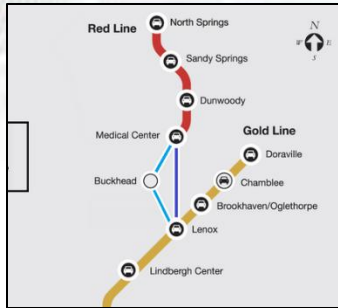
Station agents and transit ambassadors will be on-site and signage will be placed at all impacted rail stations to help direct customers to their destinations

MARTA Mobility



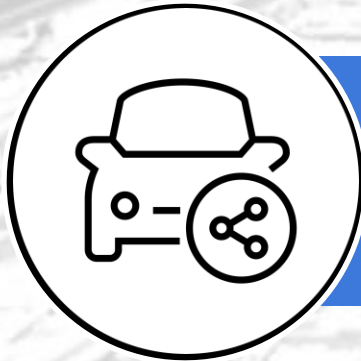
MARTA Mobility will provide complimentary paratransit service between impacted stations

BUCKHEAD DXO: CUSTOMER IMPACTS & SERVICE MODIFICATIONS



Bus Shuttle Service

Continuous bus shuttle service will run at no additional cost during general service hours. An express shuttle will run between **Lenox and Medical Center** stations. A local shuttle will serve **Buckhead** station.



MARTACONNECT

MARTACONNECT, a partnership with **Uber and Lyft**, will provide a \$10 rideshare voucher that customers can download to their rideshare app and use twice daily to travel to or from **Medical Center, Buckhead, and Lenox** stations. MARTACONNECT details are available at itsmarta.com/trackreplacement.



The Buc

For destinations near Buckhead Station, consider **The Buc shuttle**. Visit bucride.org to see service area and hours.

Buckhead DXO: *COMMUNITY IMPACTS*



Work will be performed **24 hours a day** from **Friday, February 17, to Sunday, February 26.**

Neighboring communities may experience the following **disruptions**:



- Noise from **train alert horns**
- Noise from **rail cutting**
- Noise from **heavy equipment**
- Vehicles moving in and out of the worksite
- Bright lights



Buckhead DXO: Public Engagement and Marketing

MARTA is implementing several marketing and public engagement strategies to help inform customers and regional stakeholders about the upcoming track replacement service impacts.

Key outreach and engagement elements include:

- **VIRTUAL** public meeting for customers and stakeholders
- Extensive station wayfinding and canvassing
- Targeted community social media and other media buys
- Stakeholder toolkit for elected officials, business organizations, and major employers



A poster with a yellow background and a map of the Red Line. The map shows stations from North Springs to Lindbergh Center, with a red circle highlighting the area south of Dunwoody. The text reads: "Red Line train service south of Dunwoody Station will be suspended from 9:00 PM Friday, February 18, 2022 through the end-of-service Wednesday, February 23, 2022. Bus shuttles will connect to Dunwoody, Medical Center, Buckhead and Lenox Stations." Below the map is the text "track replacement" in large bold letters. Further down, it says "We are upgrading MARTA, so you'll be able to get to your destination faster. By replacing our tracks, we are enhancing everyone's safety and extending the rail system's life." and "NORMAL SERVICE RESUMES FEBRUARY 24, 2023". At the bottom, it promotes a "virtual public meeting" on Thursday, January 27 at 6 pm and Saturday, January 29 at 11 am, with QR codes and phone numbers for registration.



A poster with a blue and yellow background. The text reads "follow me. shuttle this way." with a bus icon. Below this, it says "Shuttles are available between Lindbergh, Buckhead and Lenox Stations." and provides the schedule: "Tuesday, February 18, 2021 at 9:00 PM until Monday, February 22, 2021 at 4:00 AM." There is a QR code and social media icons for @MARTAtransit, @MARTAtransit, @MARTAtransit, and @MARTAtransit. The MARTA 2040 logo is also present.



A poster with a blue and yellow background. The text reads "we are improving your MARTA experience". Below this, it says "We are upgrading MARTA, so you'll be able to get around faster and better. By replacing tracks, we are enhancing everyone's safety and extending the rail system's life." and "In the meantime, shuttles are available for transportation between Lindbergh, Buckhead and Lenox stations." There is a QR code and social media icons for @MARTAtransit, @MARTAtransit, @MARTAtransit, and @MARTAtransit. The MARTA 2040 logo is also present.

Buckhead DXO: *Accessibility*

MARTA is also coordinating with various internal and external organizations to share information with individuals with disabilities and Limited English Proficient (LEP) communities.

- Coordinate with MARTA's Diversity and Inclusion team to ensure compliance with Title VI and ADA requirements. All materials will be translated in Spanish, as well as other languages upon request
- Post non-PDF documents on itsmarta.com/trackreplacement to ensure accessibility to LEP communities



Buckhead DXO (DIAMOND CROSSOVER): *CUSTOMER REMINDERS*



MARTA customers traveling between **Friday, February 17, at 9 p.m. until the end of service Wednesday, Feb. 22,** should add approximately **30 minutes** to their total trip time.



Discounted Uber and Lyft rides will be available through **MARTACONnect**. Details are available at **itsmarta.com/trackreplacement**



Follow **@MARTAService** on Twitter for real-time updates and announcements.



QUESTIONS?

Have additional questions about the TR-IV project?

Visit itsmarta.com/trackreplacement

Email Project Managers Keli Davis at kdavis@itsmarta.com or Anthony Riviere at ariviere@itsmarta.com

For questions related to outreach, please contact Greg Giuffrida at ggiuffrida@itsmarta.com