

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

April 18, 2011

The Board of Directors Customer Development Committee met on April 18, 2011 at 12:10 p.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Frederick L. Daniels, Jr.
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, Mary Ann Jackson, Jonnie Keith, Cheryl King, Rich Krisak, Ryland McClendon, Paula Nash (Acting) and Gary Pritchett; Sr. Directors Rhonda Briggins and Johnny Dunning, Jr.; Directors Reginald Diamond, Charlotte Harris, Lyle Harris and Jennifer Jinadu-Wright; Managers Donna DeJesus, Cara Hodgson and Roosevelt Stripling; Executive Manager to the Board Rebbie Ellisor-Taylor; Sr. Executive Administrator Tyra J. Wiltz; Executive Administrator Renee Willis, Office Administrator II Tracie Roberson. Others in attendance, Arnold Campbell, Anthony Pines, Srinath Remala and Dansby Wade.

Also in attendance Charles Pursley, Jr. of Pursley, Lowery and Meeks.

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

On motion by Mr. Durrett seconded by Mr. Daniels, the minutes were unanimously approved by a vote of 4 to 0, with 4 members present.

Briefing – Legislative, HB277 and Referendum Campaign Update

Mr. Haggard provided the Committee a Legislative, HB277 and Referendum Campaign Update.

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- Legislative Session ended on April 14 with not much activity in transit or transportation – the State budget continued to be the primary issue for legislators
- SB 283, introduced late in the session by Sen. Jeff Mullis, is a bill to create a State Department of Public Transit, but this bill is strictly to get the conversation going on the transit governance issue. The Transit Governance Study Commission will complete its deliberations by August 15, 2011. Dr. Scott sits on this Committee
- Tax Reform legislation, which failed for the session, initially included the removal of the sales tax exemption on fare media. The last versions of the bill did not change this exemption, however. Tax reform could be considered in the special session dealing with redistricting, scheduled to begin on August 15
- Regarding the Transportation Investment Act campaign, the Livable Communities Coalition “Fair Share for Transit” Kickoff took place this month. Atlanta Mayor Reed and Norcross Mayor Johnson attended. Also, the Metro Chamber issued a RFP for campaign management and polling. Thirty-one proposals were received. The Civic League sponsored neighborhood forums, and organizations such as COMTO and Partnership for Southern Equity re raising awareness of the Referendum
- Regional Roundtable – the list was submitted last week. It is now with GDOT Planning Director Todd Long, who will report back to the Roundtable at the next scheduled meeting on May 25, 2011

Mr. Daniels requested a legislative strategy session for the MARTA Board of Directors. The Board should be given the opportunity to meet with legislators during session off time to discuss how vital the elimination of the 50/50 restriction is to MARTA.

Mr. Haggard agreed that it would be valuable to do so. MARTA staff will work with its lobbyist to organize the strategy sessions.

Briefing – Dump the Pump

Mrs. Jinadu-Wright briefed the Committee on MARTA’s upcoming Dump the Pump event.

On June 16, public transit agencies from coast to coast will join together in support of APTA's National Dump the Pump Day – to encourage their communities to “dump the pump” by leaving their cars at home and riding public transportation. This national day is now in its sixth year.

Dump the Pump Day will be used to raise awareness of the financial and environmental benefits of public transportation. It will also be used as a vehicle to promote MARTA's green efforts, thank customers for riding MARTA and spread the message that “MARTA Matters to the Environment”.

MARTA Matters to the Environment Flash Mob

A *flash mob* is a relatively new concept where a group of people assemble suddenly in a public place, perform an unusual act for a brief time, and then disperse, often for the purposes of entertainment, satire or to make a point. MARTA's goal is to use this concept to get the message out about Dump the Pump and MARTA Matters to the Environment.

MARTA will utilize this concept by orchestrating a flash mob in a busy, high traffic area. The flash mob will be filmed and then used to promote the environmental benefits of MARTA as well as Dump the Pump Day. This is a new, innovative, environmentally friendly and low cost way to gain attention and encourage the general public to ride MARTA.

The Authority is proposing the following communication tactics for promotion:

- Electronic/Social Media
 - Emails to MARTA database
 - Website to feature Dump the Pump flash mob video, fact sheets and fuel calculator
 - Outreach via Facebook, Twitter and YouTube – post event, social media will be used for customer interaction, allowing them to share their Dump the Pump stories
- Local Cable Advertising
 - Dump the Pump flash mob video will run as a promotion on local cable TV
- Transit Advertising
 - Signpost (electronic signs) in stations, TV screens on trains and system-wide announcements
- Partnerships & Outreach

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- Work with all MARTA partners e.g., Clean Air Campaign, Zip Car, PEDs, TMAs, The Atlanta Dream and Atlanta Bike Collation to co-promote
- Invite elected officials to ride MARTA and proclaim "Dump the Pump" day
- Run promotional message on 680 the Fan (radio) and at select Atlanta Dream games – both are MARTA partners, promotions will run at no cost to the Authority
- **Media**
 - Inform the media about the flash mob
 - Distribute press release promoting Dump the Pump Day
- **Internal Communications**
 - Authority-wide email
 - Distribute posters and flyers throughout MARTA facilities

Mr. Durrett commended staff on their creativity and wished them well on the event.

Mrs. Kaufman said she can't wait until June 16th.

Briefing – Customer Service Key Performance Indicators (KPIs)

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

- Average Customer Call Wait Time was 16 seconds below the FY11 target of 70 seconds – there was a decrease of 30 seconds when compared with the previous month and a decrease of 12 seconds when compared to February 2010
- Customer Call Abandonment Rate was 3.5% below the FY11 target of 10.5% - there was a decrease of 10% when compared with the previous month and a decrease of 2.6% when compared to February 2010
- Customer Call Center Volume – a total of 195,538 calls came through the call centers and automated systems
- Customer Service staff is working with Information Technology to develop a timeline for smart phone applications

Other Matters

Mrs. Kaufman referenced Tab 5(b) of the Committee Books – Customer Development Committee Look-a-Head – asking that Board Members review these items.

Mrs. McClendon announced the following external meetings:

- April 21 – EDAAC meeting to discuss the proposed FY12 budget
- April 27 – City of Atlanta Jurisdictional Briefing
- May 3 – DeKalb County Jurisdictional Briefing
- May 4 – Fulton County Jurisdictional Briefing
- May 16 – FY12 Budget Public Hearings
- May 17 – FY12 Budget Public Hearings

Adjournment

The meeting of the Customer Development Committee adjourned at 12:34 p.m.

Respectfully submitted,


Kellee N. Mobley
Sr. Executive Administrator to the Board