



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

PLANNING AND CAPITAL PROGRAMS COMMITTEE

THURSDAY, NOVEMBER 17, 2022

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair Al Pond called the meeting to order at 9:37 A.M.

Board Members

Present:

Al Pond
Freda Hardage
Jim Durrett
Kathryn Powers
Roderick Frierson
Stacy Blakley
Thomas Worthy
William Floyd
Rita Scott

Board Members

Absent:

Roberta Abdul-Salaam
Robert Ashe III
Russell McMurry
Reginald Snyder
Heather Aquino
Roderick Mullice

Staff Members Present:

Collie Greenwood
Josh Rowan
Raj Srinath
Melissa Mullinax
Rhonda Allen
Luz Borrero
George Wright
Ralph McKinney
Peter Andrews

Also in Attendance: Justice Leah Ward Sears of Smith, Gambrell & Russell, LLP, Paula Nash, Jacqueline Holland, Colleen Kiernan, John Lorenc, Carrie Rocha, Anthony Thomas, Phyllis Bryant, Kenya Hammond and Tyrene Huff

2. APPROVAL OF THE MINUTES

Approval of the October 27, 2022 Planning and Capital Program Minutes.

Approval of the October 27, 2022 Planning and Capital Program Minutes. On a motion by Board Member Hardage, seconded by Board Member Frierson, the motion passed by a vote of 6 to 0 with 6 members present.

3. RESOLUTIONS

Resolution to Authorizing the Approval of Bus Rapid Transit Project (BRT) as the Locally Preferred Alternative (LPA) for the Clayton/SR 54 Project.

Approval of the Resolution to Authorize the Approval of Bus Rapid Transit Project (BRT) as the Locally Preferred Alternative (LPA) for the Clayton/SR 54 Project. On a motion by Board Member Durrett, seconded by Board Member Frierson, the resolution passed by a vote of 9 to 0 with 9 members present.

Resolution Authorizing the Solicitation of Proposals for the Procurement of MARTA's Next Generation Automated Fare Collection (AFC) System, RFP P50189

Approval of the Resolution Authorizing the Solicitation of Proposals for the Procurement of MARTA's Next Generation Automated Fare Collection (AFC) System, RFP P50189 On a motion by Board Member Worthy, seconded by Board Member Durrett, the resolution passed by a vote of 9 to 0 with 9 members present.

4. OTHER MATTERS

None

5. ADJOURNMENT

The meeting adjourned at 10:10 A.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://youtube.com/live/-gPi1N2Ti7M?feature=share>



Clayton County High- Capacity Transit (SR 54)

Resolution Authorizing Updating
the Locally Preferred Alternative
(LPA) from Commuter Rail to Bus
Rapid Transit (BRT) for Clayton
County



Overview

- Current LPA
- Commuter Rail Constraints
- Clayton County Outreach
- SR 54 Corridor
- Clayton County Support
- Project Schedule
- Recommended LPA & Actions



Currently Adopted LPA

- December 2018 - two-prong LPA adopted by the MARTA Board
 - Commuter Rail along the Norfolk Southern corridor
 - BRT in western Clayton County connecting College Park MARTA station to Southlake Mall
- December 2021 – MARTA Board split the two-prong LPA
 - Commuter Rail continued as an LPA
 - Southlake BRT was adopted as a separate LPA
- Now – commuter rail constraints require an update to the LPA

Commuter Rail Constraints



Norfolk Southern Coordination

Exclusive track and 26-foot separation is required



Right-of-Way Acquisition

Extensive amount of parcel impacts



Roadway Realignment Needed

Increases impacts to community and project costs



Funding Implications

\$1.5 - \$2 Billion and likely not competitive for FTA funding



Environmental Impact

Extensive impacts to historic buildings and viewsheds

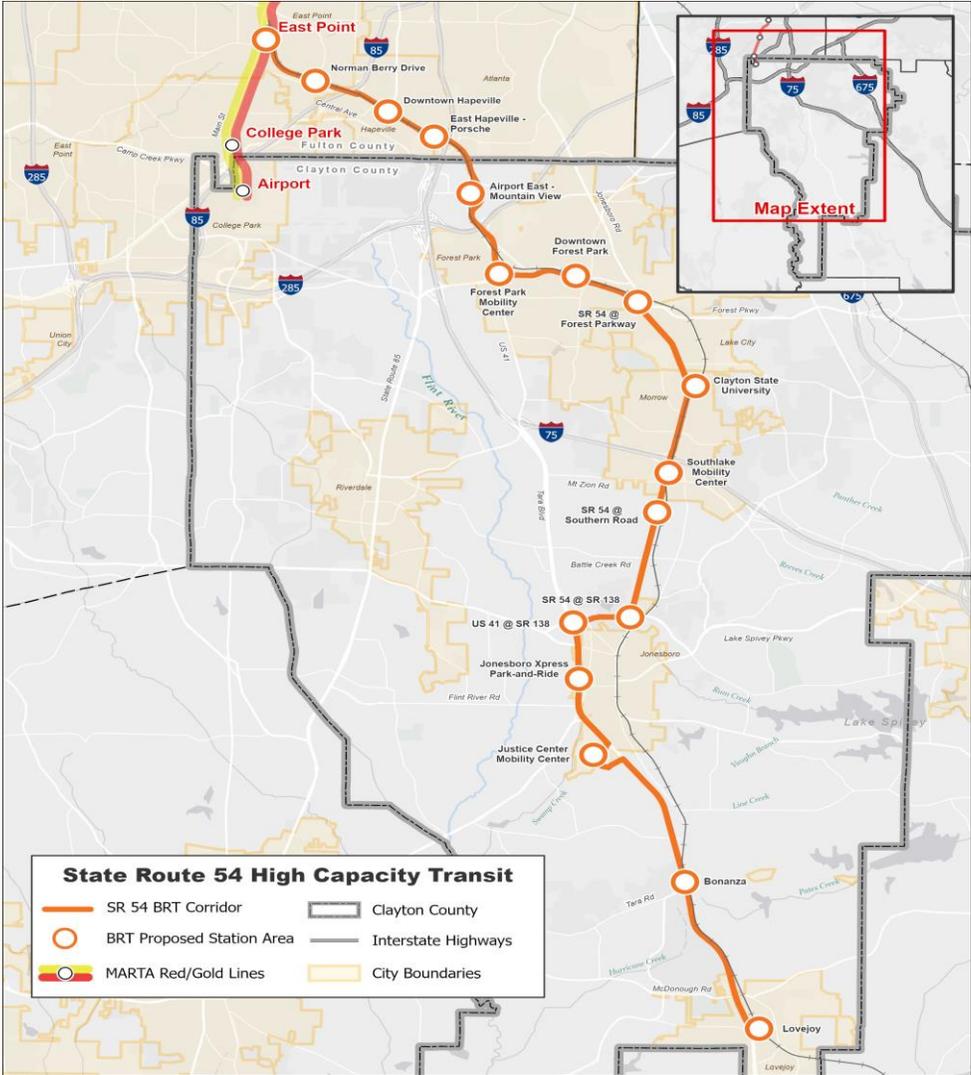
Clayton Outreach

- October 2022 – Hometown Connections Meeting
- September 2022 – Indianapolis Peer City Tour & Debrief
- September 2021 - MARTA executive leadership briefed the following jurisdictions on commuter rail constraints and potential for BRT
 - Clayton County Board of Commissioners
 - Clayton County Cities
 - Forest Park
 - Lake City
 - Morrow
 - Jonesboro
 - Lovejoy
 - Fulton County Cities
 - East Point
 - Hapeville

SR 54 Proposed BRT

Project Information

- Connects important cities and county nodes:
 - East Point Station, Mountain View, Forest Park, Clayton State University, Jonesboro, Justice Center, Lovejoy
- Improves access to jobs and education throughout the County
- Approximately 22 miles in length, 17 stations proposed
- Estimated project cost is approximately \$572 million in 2022 dollars
- BRT can be constructed faster than rail



BRT Benefits

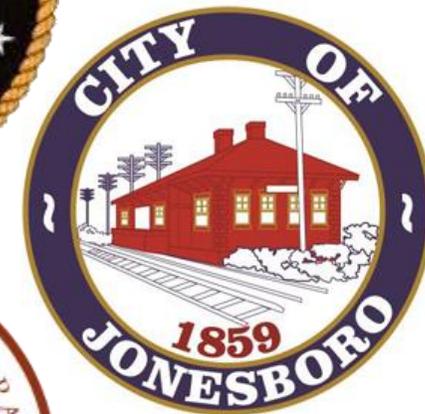
- Less right-of-way is needed; minimizes impacts to landowners
- Riders have more convenient service
 - Operates at a higher frequency, reducing wait times
 - All-day service increases mobility
- Supports economic development
- Lower implementation costs compared to rail
- BRT can be constructed faster than rail
 - Service is open to riders sooner
 - Reduces impacts during construction to traffic, residents, and businesses
 - Estimated construction time: BRT 5 – 7 years, Commuter Rail 10 – 12 years

Project Purpose & Need

- Provide greater access to jobs
- Provide additional reliable and frequent transit services in Clayton County
- Improve access and connectivity to the Atlanta region
- Address growing demand for transit in Clayton County
- Support land use and economic development

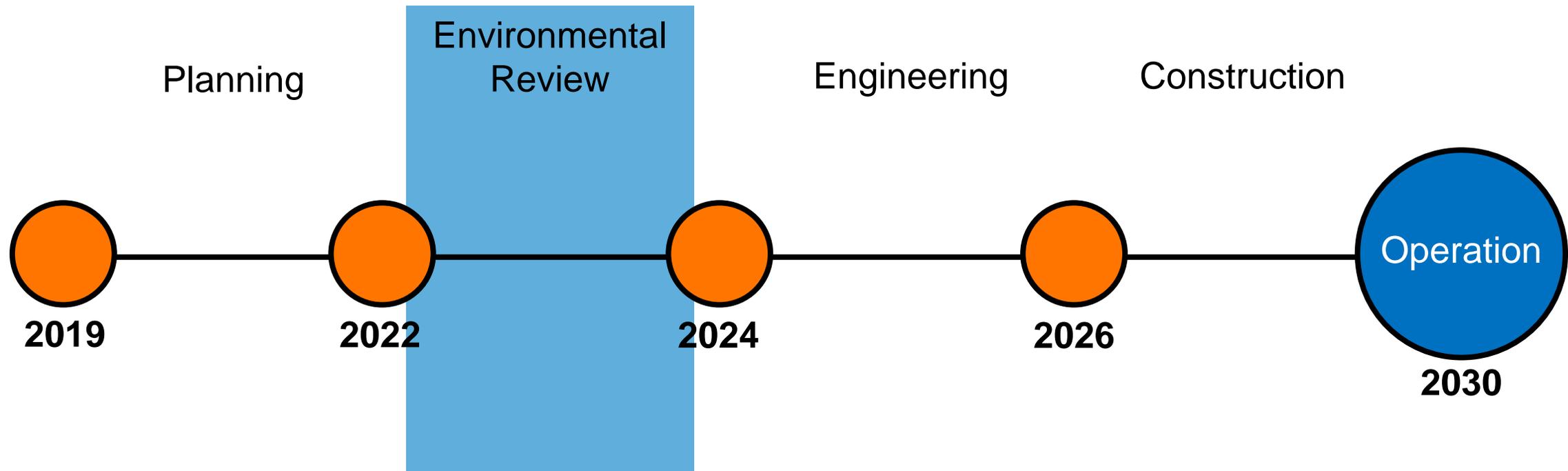
Clayton County Support

- BRT adopted by Clayton County Board of Commissioners – Oct 3, 2022
 - Letters of Support
- Key elements of the Clayton resolution:
 - BRT is the proposed project mode
 - Supports the proposed project corridor connecting East Point and Lovejoy
 - Supports MARTA seeking entry into Project Development and FTA's New Starts Program
 - Supports MARTA's funding plan including the 15th amendment commitments
 - Supports MARTA's continued coordination with GDOT, ATL and ARC to advance this project



Project Schedule

Clayton High-Capacity Transit (SR 54)



Recommended LPA & Actions

- New proposed LPA: transition from Commuter Rail to Bus Rapid Transit (BRT) in the SR 54 Corridor
- LPA required for entering Environmental & FTA New Starts processes
- Request MARTA PCP Committee & Board approval of an updated LPA advancing BRT in the SR 54 corridor
 - November 17, 2022 – PCP Committee
 - December 8, 2022 – MARTA Board





Thank You



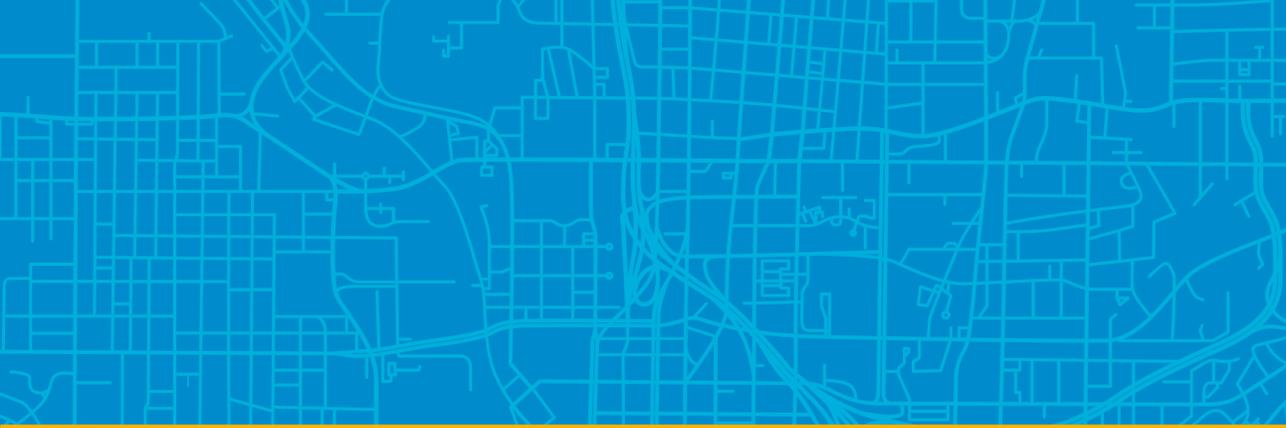


Resolution Authorizing the Solicitation of Proposals for Automated Fare Collection (AFC) System 2.0

November 17, 2022

Planning and Capital Programs Committee

MARTA Board of Directors



Agenda

- 1. AFC Background
- 2. Components of the New System
- 3. Anticipated Contract Terms
- 4. Resolution



Automated Fare Collection (AFC) System Background

TVMs at Lindbergh Station

What is AFC 2.0?

AFC 2.0 is the full replacement of MARTA's existing Breeze card and Breeze Mobile systems.

Through this project, MARTA will deliver:

a reliable, customer-focused fare collection system that is **easy to use**, and that **supports equity** and **regional mobility**.

Foundational Work



Our riders are ready for improvements...

Comments from the Rider Advisory Council

“Occasionally multiple kiosks are not accepting credit card reloading of Breeze cards.”

“Sticky buttons [on TVMs]”

“Freezing of the system makes us late”

“No support for Google and Apple Pay”

“Farebox too slow to reload”

“No easy mobile fare app”

“Allow convenience stores to sell Breeze”

“All-door boarding would be nice”

Comments from AFC Focus Groups

Patrons should be able to check their Breeze Card balance and have access to a detailed and up-to-date trip and transaction history.

Most would like for the new fare payment system to be “seamless” –

A variety of payment options including credit/debit cards and Apple/Google pay at the point of service

Having one less thing to keep up with (by not having to use a Breeze Card)

Fewer steps involved in the payment process – just tap and go, auto-loading

Being able to pay once and not worry about transfers to different modes of service or regional partners

...Our business partners are ready for improvements...

Comments from the Stakeholder Workshop

The back office is inefficient, clunky, expensive to manage and not customer focused.

“Honestly, we have to do a lot of troubleshooting and processing on the back end”

“If we had more abilities to help troubleshoot for our customers...”

“we paid someone to develop a band aid so that we could automate some of the ordering process is for us... It was taking 8 FTE to order those passes every month”

“Ordering and like the back end is just is a really frustrating experience for passengers.”

...And our employees are ready too.

Serial #: 0164 0694 5328 6691 2004
 Class: EV1 Card
 Soft Serial #: ANTHONY THOMAS
 Name: ANTHONY THOMAS

Summary Transaction History Billing Account Holder Cardholder Info Adjust Card Notes Hot List Refund

Show: All Transaction Types Dates between 01-Sep-2022 and 26-Oct-2022
 Max Rows Returned: 1000 Max Rows Per Page: 1000 Search

152 items found, displaying all items

Data Entry	Seq No.	Date/Time	Inserted Date/Time	Transaction Type	Retrieval Reference Number	Transaction Status	Device ID	Route	Product	Rem Rides	Value Change	Rem Value
	8	26-Oct-2022 10:20:18	26-Oct-2022 10:21:45	SV Exit (Tag Off)		Success	RVG30604		SV Employee 131	Unlimited	\$0.00	\$0.00
	7	26-Oct-2022 10:19:45	26-Oct-2022 10:22:43	SV Entry (Tag On)		Success	SAG30611		SV Employee 131	Unlimited	\$0.00	\$0.00
	6	26-Oct-2022 10:18:29	26-Oct-2022 10:19:42	SV Exit (Tag Off)		Success	RVG30613		SV Employee 131	Unlimited	\$0.00	\$0.00
	5	26-Oct-2022 10:17:59	26-Oct-2022 10:18:32	SV Entry (Tag On)		Success	SAG30601		SV Employee 131	Unlimited	\$0.00	\$0.00
	4	26-Oct-2022 10:17:26	26-Oct-2022 10:18:32	SV Exit (Tag Off)		Success	SAG30601		SV Employee 131	Unlimited	\$0.00	\$0.00
	3	26-Oct-2022 10:16:54	26-Oct-2022 10:18:32	SV Entry (Tag On)		Success	SAG30601		SV Employee 131	Unlimited	\$0.00	\$0.00
	2	26-Oct-2022 08:40:26	26-Oct-2022 08:45:00	SV Exit (Tag Off)		Success	RVG30605		SV Employee 131	Unlimited	\$0.00	\$0.00
	1	26-Oct-2022 08:06:49	26-Oct-2022 08:08:34	SV Entry (Tag On)		Success	RVG20511		SV Employee 131	Unlimited	\$0.00	\$0.00
	0	25-Oct-2022 16:11:53	25-Oct-2022 16:12:53	SV Exit (Tag Off)		Success	RVG20514		SV Employee 131	Unlimited	\$0.00	\$0.00
	15	25-Oct-2022 15:49:11	25-Oct-2022 15:53:48	SV Entry (Tag On)		Success	RVG30302		SV Employee 131	Unlimited	\$0.00	\$0.00
	14	25-Oct-2022 15:38:49	25-Oct-2022 15:39:21	SV Exit (Tag Off)		Success	RVG30305		SV Employee 131	Unlimited	\$0.00	\$0.00
	13	25-Oct-2022 14:43:39	25-Oct-2022 14:47:06	SV Entry (Tag On)		Success	RVG30504		SV Employee 131	Unlimited	\$0.00	\$0.00
	12	25-Oct-2022 14:13:39	25-Oct-2022 14:18:10	SV Exit (Tag Off)		Success	RVG30505		SV Employee 131	Unlimited	\$0.00	\$0.00
	11	25-Oct-2022 14:00:20	25-Oct-2022 14:02:13	SV Entry (Tag On)		Success	RVG30603		SV Employee 131	Unlimited	\$0.00	\$0.00
	10	25-Oct-2022 08:57:39	25-Oct-2022 08:57:48	SV Exit (Tag Off)		Success	RVG30605		SV Employee 131	Unlimited	\$0.00	\$0.00
	9	25-Oct-2022 08:30:02	25-Oct-2022 08:33:17	SV Entry (Tag On)		Success	RVG20511		SV Employee 131	Unlimited	\$0.00	\$0.00
	8	24-Oct-2022 15:44:48	24-Oct-2022 15:48:51	SV Exit (Tag Off)		Success	RVG20514		SV Employee 131	Unlimited	\$0.00	\$0.00
	7	24-Oct-2022 15:16:05	24-Oct-2022 15:20:39	SV Entry (Tag On)		Success	RVG30602		SV Employee 131	Unlimited	\$0.00	\$0.00
	6	24-Oct-2022 08:51:48	24-Oct-2022 08:55:57	SV Exit (Tag Off)		Success	RVG30605		SV Employee 131	Unlimited	\$0.00	\$0.00
	5	24-Oct-2022 08:25:35	24-Oct-2022 08:26:08	SV Entry (Tag On)								
	4	15-Oct-2022 18:04:19	15-Oct-2022 18:06:33	SV Exit (Tag Off)								
	3	15-Oct-2022 17:09:52	15-Oct-2022 17:10:37	SV Entry (Tag On)								
	2	15-Oct-2022 13:46:40	15-Oct-2022 13:47:46	SV Exit (Tag Off)								
	1	15-Oct-2022 13:10:48	15-Oct-2022 13:14:25	SV Entry (Tag On)								

Serial #: 0164 0694 5328 6691 2004
 Class: EV1 Card

Summary Transaction History Billing Account Holder Cardholder Info Adjust Card Notes Hot List Refund

Serial #: 0164 0694 5328 6691 2004
 Class: EV1 Card
 Soft Serial #: ANTHONY THOMAS
 Name: ANTHONY THOMAS

Summary Transaction History Billing Account Holder Cardholder Info Adjust Card Notes Hot List Refund

Action:

Hot List
 Reset back to Normal (unhotlist cards)

Reason card was hotlisted:

Pre-defined
 Card Replaced
 Custom

Hot list action:

Mark as hotlisted and accept at all devices (track patrons)
 Mark as hotlisted and reject at all devices
 Mark as hotlisted, reject at all devices AND disable the card (kill cards)
 Do NOT mark as hotlisted and reject at all devices (reject without writing to cards)

Notes:

(You may enter up to 250 characters)

250 characters left

Ok Cancel

Add note to card:

Reason

(You may enter up to 250 characters)

250 characters left

Save Cancel

No	Date	Reason	Employee	Note
1	08-Nov-2021 14:08:50	Contact Info Change	Angela Clark	Patron's contact info has been updated

Components of the **Fare Collection System**



Breeze Mobile Validator on a Bus

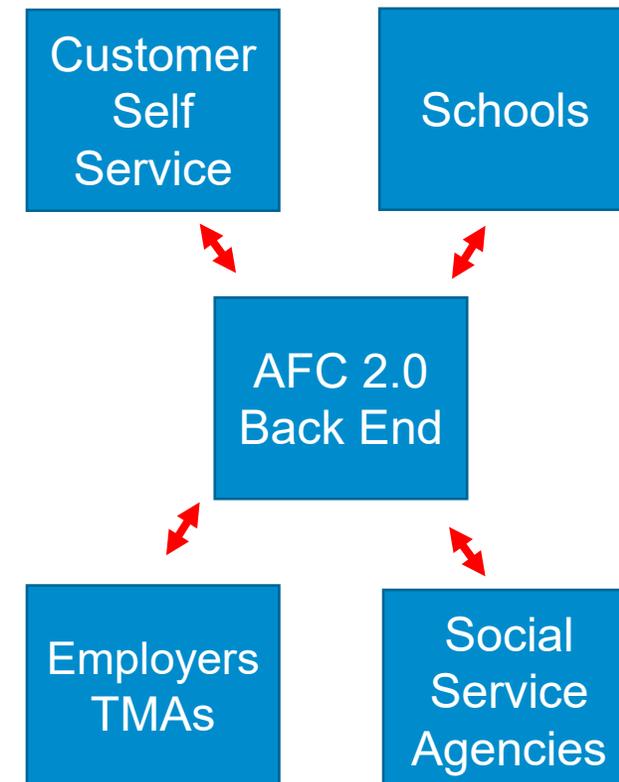
Open Payment Acceptance

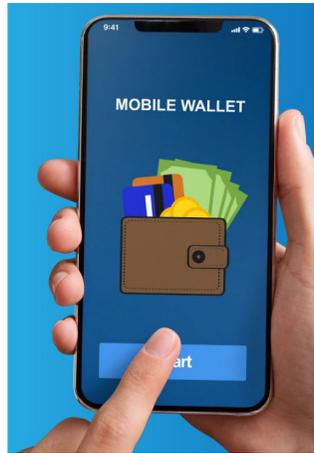


Cloud Based Information Storage



Enhanced Web Portals

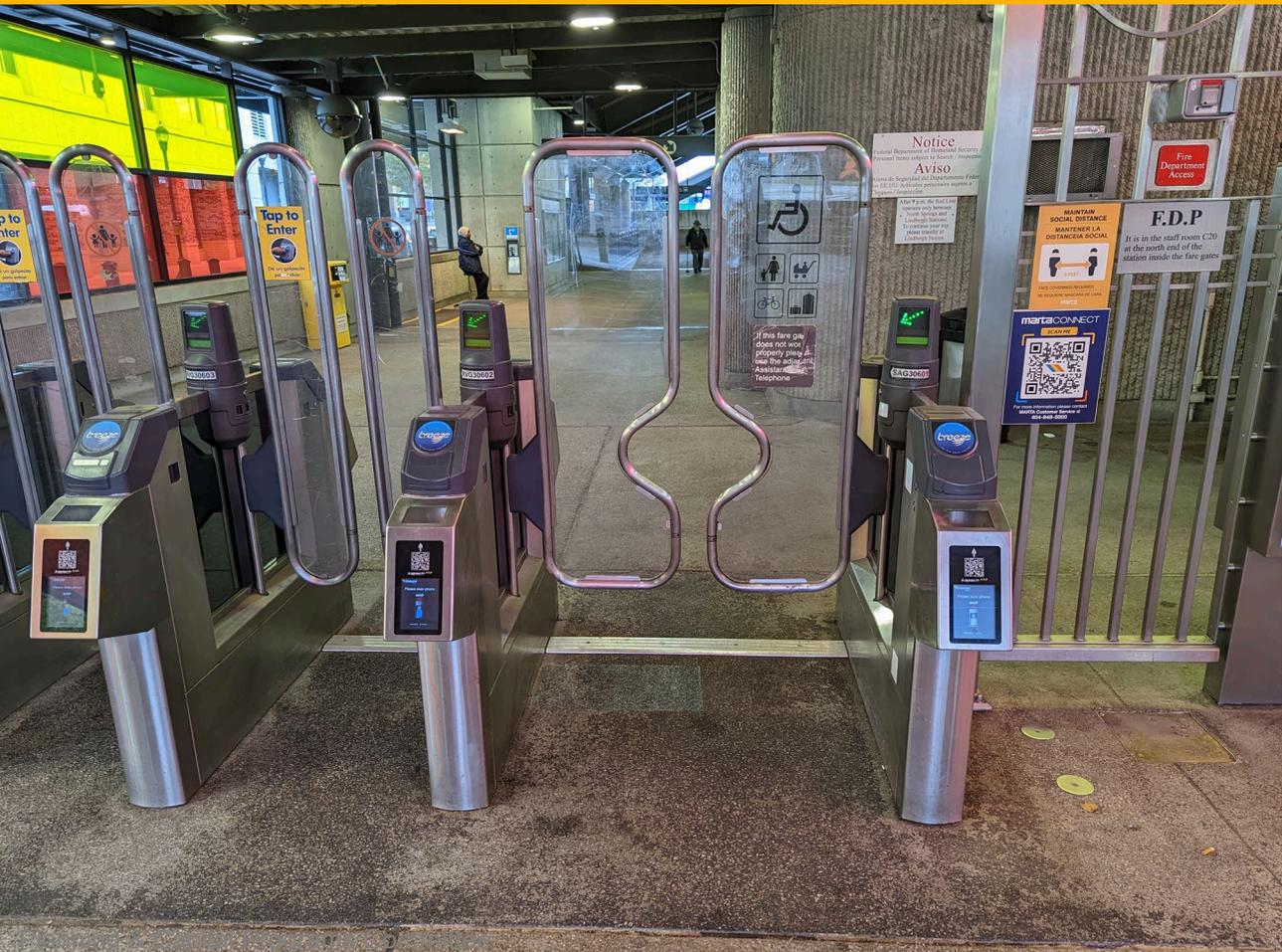




Get to know Metro's farebox

1. Drop coins here
2. Insert U.S. bills in this slot
3. Take/insert transfers here and first use 10-day rolling passes
4. Swipe magnetic passes here
5. Tap "go-SMART" cards on target
6. Customer information here
7. Rejected coins here





Anticipated Contract Terms

Cost Estimate

Based on the scope and scale of the project it is expected that the cost of the AFC 2.0 contract will be between **\$260 M** and **\$390 M**.

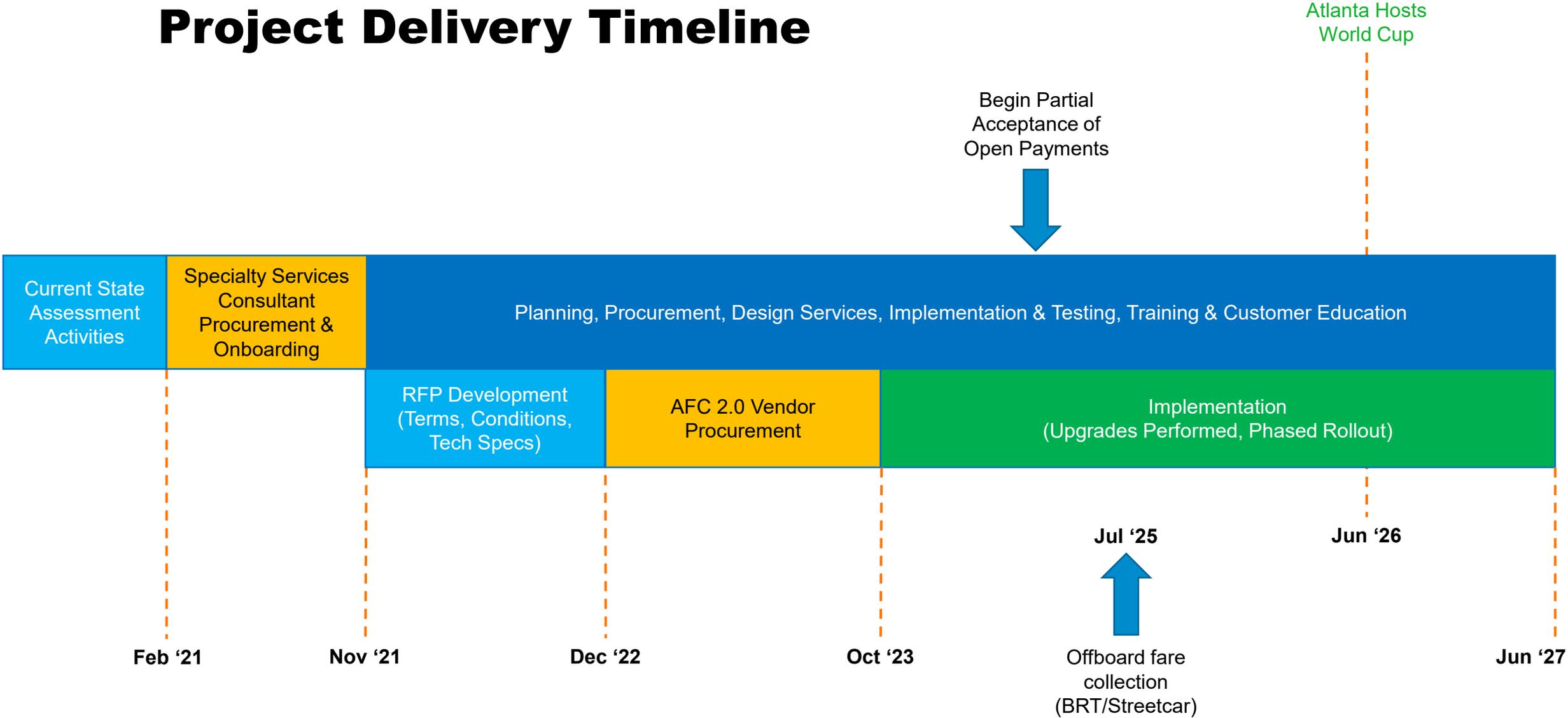
This projection includes both AFC system cost and 10 years of O&M costs following full system acceptance.

DBE Goal

The AFC 2.0 Project Team and the Office of Diversity and Inclusion have interacted closely during the project development phase.

The Office of Diversity and Inclusion will evaluate this procurement for DBE participation opportunities and assign a goal during the solicitation process.

Project Delivery Timeline



Board Resolution Request

Requesting approval of the Resolution Authorizing the Solicitation of Proposals for an Automated Fare Collection (AFC) System Replacement (AFC 2.0).





Thank You

