



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

MEETING OF THE BOARD OF DIRECTORS

THURSDAY, JANUARY 12, 2023

ATLANTA, GEORGIA

MEETING MINUTES

CALL TO ORDER AND ROLL CALL

Chair Thomas Worthy called the meeting to order at 12:15 P.M.

Board Members Present:

Jim Durrett
William Floyd
Roderick Frierson
Freda Hardage
Al Pond
Kathryn Powers
Rita Scott
Thomas Worthy
Stacy Blakley
Roderick Mullice
Valencia Williamson
Jennifer Ide
Jacob Tzegaegbe

Board Members Absent:

Russell McMurry
Heather Aquino

Staff Members Present:

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

Also in Attendance:

Leah Ward Sears
Jonathan Hunt
Paula Nash

Jacqueline Holland
Tyrene Huff
Kenya Hammond

PUBLIC COMMENTS (SUBMITTALS VIA TELEPHONE, U.S. MAIL AND IN PERSON)

Ed Williams [via email]

Hans Klein [in person]

1. APPROVAL OF THE MINUTES

Approval of the December 8, 2022, minutes. On a motion by Board Member Powers, seconded by Board Member Hardage, the motion passed by a vote of 11 to 0 with 11 members present.

2. INTRODUCTION OF NEW BOARD MEMBERS

Board Chair Worthy introduced the three new Board Members

1. Jennifer Ide – City of Atlanta
2. Valencia Williamson – Clayton County
3. Jacob Tzegaegbe – City of Atlanta

3. BRIEFING – MARTA/FALCONS SUSTAINABILITY PARTNERSHIP [Presentation attached]

Rhonda Allen, Chief Customer Experience Officer, briefed the Board on the MARTA/Falcons Sustainability partnership and the next steps.

4. OTHER MATTERS

Board Member Durrett motioned to convene the Advisory Board of Ethics and that the personnel issue discussed in the executive session be referred to that Board. Board Member Pond seconded the motion. The motion passed by a vote of 10 to 0, 1 abstention, with 11 members present.

5. COMMENTS FROM THE BOARD

Board Member Scott thanked MARTA for participating in the Martin Luther King holiday, which starts Friday, January 13, 2023. Chair Worthy thanked Board Member Scott and the MARTA Staff for their participation in the upcoming holiday.

Board Member Frierson thanked MARTA for participating in the Winter Blast last month. This is a program developed by the Legacy group to bring middle school students into a space where they can see what transit looks like and maybe consider job opportunities.

6. ADJOURNMENT

The Board meeting adjourned at 3:06 P.M

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://youtube.com/live/-zAHVMdhNb0?feature=share>

January 12, 2023 Board Meeting Public Comments

Received via (404) 848-6000, marta.board@itsmarta.com, public@itsmarta.com

Summary: Two customers provided public comments

2 – E-mail

0 – Voice Messages

1.) Message Date: Thursday, January 12, 2023

7:50 a.m. (Via Public Email)

7:50 a.m. (Via MARTA Board Email)

Dr. Ed. Williams

truthcrushtheearth@gmail.com

Good Afternoon Directors:

I am chair of the group Concerned Citizens for Effective Government. I am a taxpayer and resident of DeKalb County.

I want to congratulate the Georgia Bull Dawgs on winning the National Collegiate football championship for the second year in a row.

It shows that hard work and teamwork can achieve victory. Nothing worth fighting for is easy to achieve.

It seems that the MARTA transit plan is in disarray and it changes like the wind. After only 5 months MARTA parted ways with the Deputy CEO who came from the City of Atlanta as Transportation Director Josh Rowan and now the board is being run by a state appointee, What is next the state takeover of MARTA by the ATL Link?

The right to vote is worth fighting for. President Biden should demand MARTA give the citizens of DeKalb the right to vote when he visits Atlanta.

Dr. King gave his life seeking equality and the right to vote.

The Commission must hold MARTA accountable.

The simple fact is that MARTA has violated our right to vote. You should challenge MARTA's unlawful actions. President Biden is seeking to pass a new voting rights Act, and yet right here in our own County, the citizens are being denied the right to vote on whether the MARTA service contract sales tax is extended.

The current MARTA contract entered into in 1971 was supposed to end on August 31, 2021, however, MARTA has illegally extended the contract to 2057. There should be another Referendum before the 2021 deadline. MARTA has wrongly used a court case that used revenue bonds to finance a public project. The court ruled that it could extend the project beyond fifty years if the parties agreed to renew the extension.

The MARTA contract has a local sales tax embedded in the contract to fund the rail and bus service. **A local sales tax cannot be extended without a referendum of the voters in the local jurisdiction.** There has not been a referendum since 1971.

To levy a sales tax in a local jurisdiction requires a referendum. The retail sales tax levy, like the LOST, and SPLOST has to be approved by a voter referendum and after the expiration has to a new referendum to extend or reimpose any obligations

Thank You

Ed Williams Attachment: (3 Pages)

Entitled – Concerned Citizens for Effective Government Public Comment MARTA Jan 12 2023

P.O. Box 361626
Decatur, Georgia 30036
(678) 304-7736
12 January 2023

MARTA Board of Directors
Metropolitan Atlanta Rapid Transit Authority
2424 Piedmont Road
Atlanta, Georgia 30324
(404) 848-5000
marta.board@itsmarta.com
public@itsmarta.com

Re: MARTA Denies Citizens the Right to Vote

From Dr. Ed Williams

Begin Comment

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Thank You

End of Comment

Ed Williams, Ed.D. Chair
[Concerned Citizens For Effective Government](https://www.facebook.com/groups/ccegov/)
<https://www.facebook.com/groups/ccegov/>
<http://ccegov.blogspot.com>
(678) 304-7736
email: truthcrushtheearth@gmail.com
Twitter: <http://Twitter.com/@truthcrushthee2>

2.) Message Date: Thursday, January 12, 2023

12:56 p.m. (Via MARTA Board Email)

Professor Hans Klein

hans@gatech.edu

Streetcar Extension: A Strategic Mistake

Prof. Hans Klein
School of Public Policy
Georgia Tech
hans@gatech.edu
404.717.6406

- Former Advisor to US Sec. of Transportation and to Congress on technology
- Former Policy Analyst, Transportation Research Board , Nation Academy of Engineering

Statement to the MARTA Board (12 January 2023)

MARTA's plan to extend the the streetcar is a strategic mistake.
It will hurt this city for decades.

First, this is a strategic mistake for Atlanta

- It deploys transit to the wrong areas -- to areas with low density
- It deploys along a bad route: the Beltline route cannot bring riders into the the city center.
- It uses a very costly technology – light rail
- It creates major equity issues -- both racial and socio-economic

The streetcar extension is also a strategic mistake for MARTA:

- MARTA will be further locked into to a bad system (even more than it is today)
- It commits MARTA to yet another technology. This creates high maintenance costs.
- It misallocates capital spending.
- It will damage MARTA's reputation for expertise.
- It will further discredit transit in Atlanta, worsening the harms from today's streetcar

Why is this project being implemented? My literature review has found little rigorous analysis to justify this project.

- Already back in 2010, the Franklin administration, which favored Beltline transit, determined that it was economically unjustifiable
- MARTA should perform a rigorous cost-benefit analysis.

Atlanta needs the MARTA Board to exercise leadership

- The Board can save the agency and the city from a strategic mistake
- The Board can reconsider this project (or de-prioritize this project)
- The Board can allocate capital where it provides the greatest benefit at the lowest cost (as is being done with BRT)
- This decision will affect Atlanta transit for decades to come

Thank you for giving me this opportunity to provide input.

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MARTA/Falcons Sustainability Partnership

January 12, 2023

MARTA Board of Directors Meeting

Rhonda Allen, CCXP
Chief Customer Experience Officer

What'd we do and why?

On January 1, 2023, MARTA, the Atlanta Falcons, and Georgia Power partnered to sponsor the **NFL Inspire Change** Game against the Arizona Cardinals.

Falcons fans were able to save time and money by riding MARTA to Mercedes-Benz Stadium at no cost to them. Fans downloaded the newly developed Gameday App to access the free fares.



MORE MEMBERSHIP BENEFITS



Special Offer

Ride MARTA for Free
Sunday, January 1, 2023

[DOWNLOAD NOW](#)

Download the MARTA Gameday app for a free roundtrip pass to our game against the Arizona Cardinals on January 1. Once the app is downloaded, it can be scanned multiple times at the gate and is **only active for the window of the game.**



Win a Signed Falcons Jersey

Use a Selfie as a Ticket

[LEARN MORE](#)

Mercedes-Benz Stadium and the Atlanta Falcons are excited to offer a chance to win a signed Falcons jersey to all members enrolled in Express Entry and use it for our game against the Arizona Cardinals. Express Entry is located at Gate 2 and the North Club Entrance (for premium members). **You must sign up 48 hours in advance of gameday.**



Early Access to the Season

Atlanta United PSL Pre-sale

[ACCESS NOW](#)

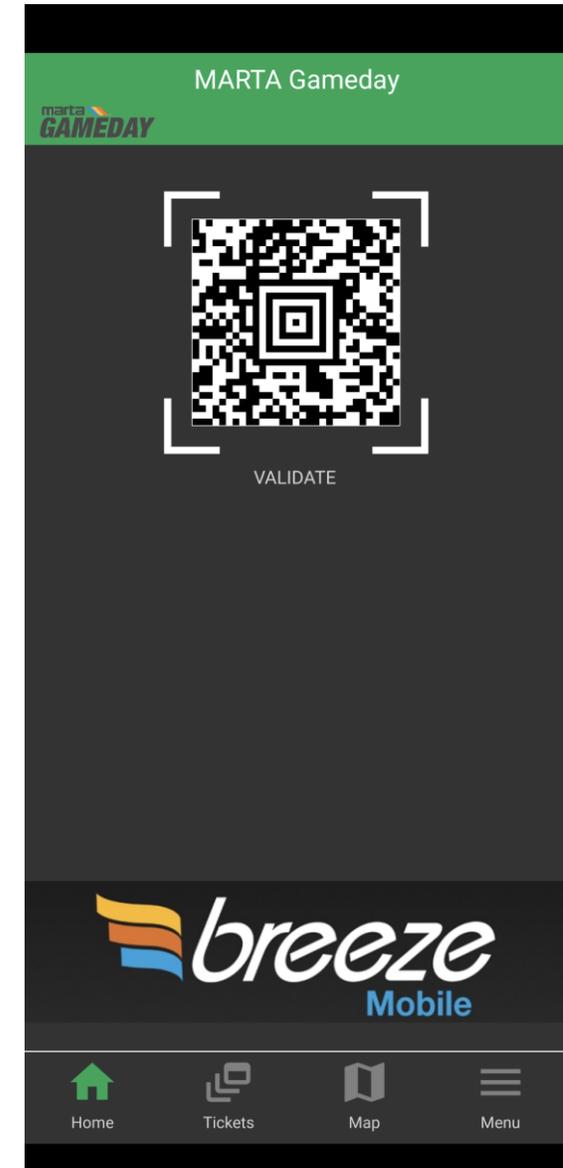
Rowdy from the jump - the official 2023 season schedule is here. From the first match to the last, get ready to conquer the new season. You've unlocked presale access for 2023 tickets.

Use the code **G5U9Q4** for access.

Gameday Announcement for Falcons Season Ticket Holders

How'd we do it?

MARTA leveraged and extended our existing Mobile Ticketing platform, **Breeze Mobile**, to create the MARTA Gameday App. Kontron (our current mobile ticketing provider) created the purpose-built mobile application over several weeks with input and testing by MARTA staff.



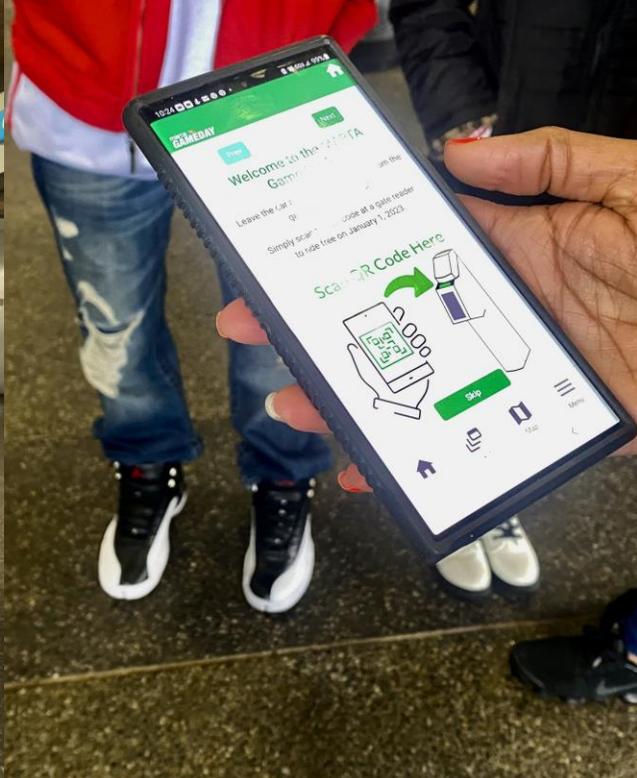
How'd it go?

Over **11,000** trips¹ were recorded using the MARTA Gameday App on January 1, 2023.

The faster and easier MARTA can make the process for sponsorships, the more frequently they can happen, increasing MARTA ridership, revenue, and brand recognition.



¹Trips refers to unlinked passenger trips.



Next Steps

1. Extend Gameday App methodology (post-payment reimbursement, use of mobile app) into other sales programs (UPASS, Corporate Partnership, Conventions)
2. Expand use of Breeze Mobile through new Kontron developed mobile application
3. Build AFC 2.0 to incorporate and facilitate sponsorships, vouchers, and broader use of mobile apps to simplify implementation of these sorts of programs

Watching the Falcons beat the Cardinals?

Win.

Riding MARTA to watch the Falcons beat the Cardinals?

Win. Win.

marta 



Thank You

