



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

OPERATIONS AND SAFETY COMMITTEE

THURSDAY, FEBRUARY 22, 2024

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair Al Pond called the meeting to order at 11:10 A.M.

Board Members Present:

Stacy Blakley
James Durrett
Roderick Frierson
Freda Hardage
Sagirah Jones
Jennifer Ide
Al Pond
Kathryn Powers
Valencia Williamson
Thomas Worthy

Board Members Absent:

William Floyd
Russell McMurry
Jannine Miller
Rita Scott
Jacob Tzegaegbe

Staff Members Present:

Collie Greenwood
Rhonda Allen
Peter Andrews
Kevin Hurley
Gena Major
Melissa Mullinax
Carrie Rocha
George Wright

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Stephany Fisher, Jon Gordon, Kenya Hammond, Jacqueline Holland, Leslie Hubble, Tyrene Huff, Jonathan Hunt, Colleen Kiernan, Paula Nash and Sean Thomas

2. APPROVAL OF THE MINUTES

Minutes from January 18, 2024

Minutes from January 18, 2024. On a motion by Board Member Ide, seconded by Board Member Blakley, the motion passed by a vote of 9 to 0 with 1 member abstaining and 10 members present.

3. RESOLUTIONS

Resolution Authorizing the Award of a Contract for Heating, Ventilation, Air Conditioning and Refrigeration (HVACR) Services for MARTA's Headquarters Complex, IFB B50403

Resolution Authorizing the Award of a Contract for Heating, Ventilation, Air Conditioning and Refrigeration (HVACR) Services for MARTA's Headquarters Complex, IFB B50403. On a motion by Board Member Ide, seconded by Board Member Hardage, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Award of a Contract for the Procurement of Headquarters Complex Janitorial Services, IFB B50367

Resolution Authorizing the Award of a Contract for the Procurement of Headquarters Complex Janitorial Services, IFB B50367. On a motion by Board Member Durrett, seconded by Board Member Ide, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Award of a Contract for Safety, Health and Industrial Hygiene Consulting Services, RFP P50139

Resolution Authorizing the Award of a Contract for Safety, Health and Industrial Hygiene Consulting Services, RFP P50139. On a motion by Board Member Durrett, seconded by Board Member Hardage, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Modification in Contractual Authorization for MARTA – Lyft Partnership, Letter of Agreement (LOA) L48275

Resolution Authorizing the Modification in Contractual Authorization for MARTA – Lyft Partnership, Letter of Agreement (LOA) L48275. On a motion by Board Member Blakley, seconded by Board Member Worthy, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Modification in Contractual Authorization for MARTA Uber Partnership During Severe Service Disruption, Letter of Agreement (LOA) L46827

Resolution Authorizing the Modification in Contractual Authorization for MARTA Uber Partnership During Severe Service Disruption, Letter of Agreement (LOA) L46827. On a motion by Board Member Durrett, seconded by Board Member Hardage, the resolution passed by a vote of 10 to 0 with 10 members present.

4. BRIEFING

Briefing - Operational Impacts for Upcoming Capital Program Work: Airport Station Rehabilitation

5. **OTHER MATTERS**

FY24 November Key Performance Indicators (Informational Only)

6. **ADJOURNMENT**

The Committee meeting adjourned at 12:10 P.M.



**Resolution Authorizing the
Award of a Contract for
Heating, Ventilation, Air
Conditioning and
Refrigeration (HVACR)
Services for MARTA's
Headquarters Complex,
IFB B50403**

Operations & Safety Committee
February 22, 2024

Sean Thomas
Director, Facilities

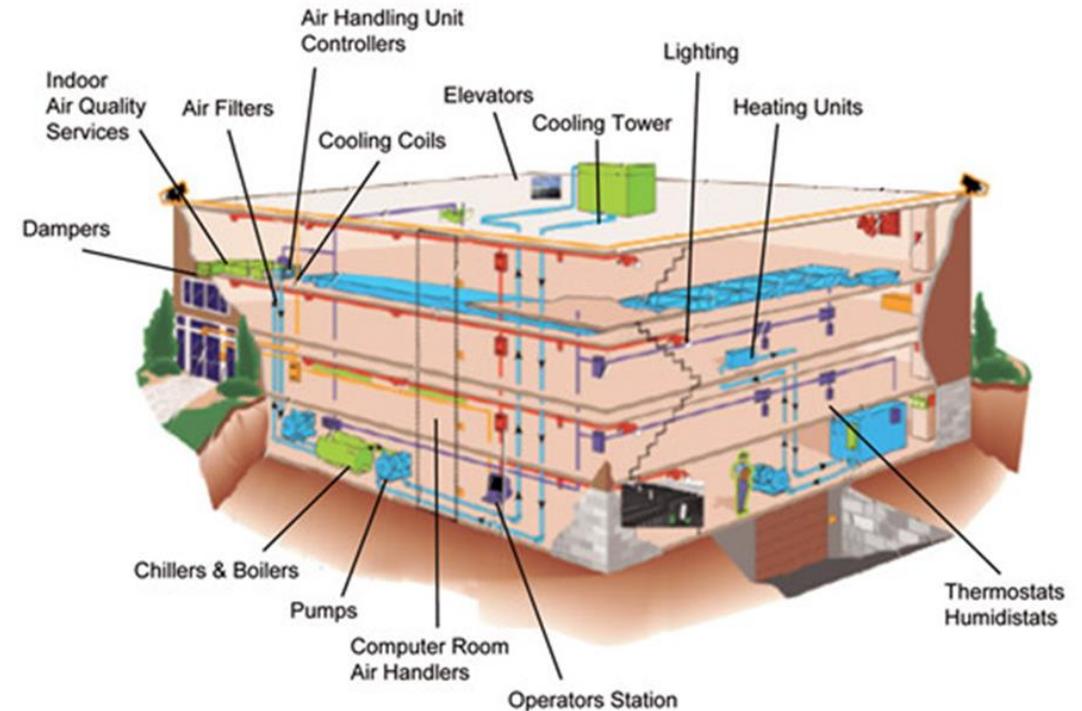
KEY TOPICS

- Scope Overview
- Bid Timeline
- Award Analysis
- Recommendation

SCOPE OVERVIEW

Provides scheduled preventive maintenance and on-call services for an array of mechanical HVAC associated systems

- Water cooled chillers/boilers
- Cooling Towers & distribution pumps
- Data Center Cooling systems
- Building Automation Systems
- Water Treatment Services
- Air distribution systems



CRITICAL SYSTEMS SUPPORTED



- Network Connectivity
- Security/CCTV
- Access Control
- Faregate
- Fire Suppression

SERVICE LOCATIONS

- Headquarters
- HQ Annex
- Chamblee IOC
- Candler Park DRC



BID TIMELINE

B50403 - HVAC Services for Headquarters Building Complex

Pre-Bid Conference		October 2023
Submittal Deadline		November 2023
Bid Opening		November 2023
Evaluation		December 2023
Responsibility Determination		January 2024
O&S Recommendation		February 2024

AWARD ANALYSIS

IFB 50403 – HVAC Services for Headquarters Complex

- (3) Bids deemed responsive
- Max Air Mechanical
- 2 Base Years + (2) 1-year options
- Total Award Amount \$1,721,144
- DBE Goal 10%



RECOMMENDATION

IFB 50403 – HVAC Services for Headquarters Building Complex

- **Max Air Mechanical**
- **Total Award Amount \$1,721,144**





Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR HEATING,
VENTILATION, AIR CONDITIONING AND REFRIGERATION (HVACR)
SERVICES FOR MARTA'S HEADQUARTERS COMPLEX, IFB B50403**

WHEREAS, the Authority's Office of Facilities has identified the need for Heating, Ventilation, Air Conditioning and Refrigeration (HVACR) Services for MARTA'S Headquarters Complex, Invitation for Bids Number B50403; and

WHEREAS, on October 16, 2023, the Metropolitan Atlanta Rapid Transit Authority duly sent Notice of the Invitation for Bids to potential Bidders; and

WHEREAS, notice of the said Invitation for Bids was advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area, once in each of the two weeks prior to opening bids; and

WHEREAS, all Bidders were given an opportunity to protest the bid instructions, specifications, and/or procedures; and

WHEREAS, on December 5, 2023 at 2:00 p.m., local time, three (3) bids were publicly opened and read aloud; and

WHEREAS, the lowest bid submitted by Maxair Mechanical LLC, is responsive and responsible and the bidder is capable of performing the Contract.

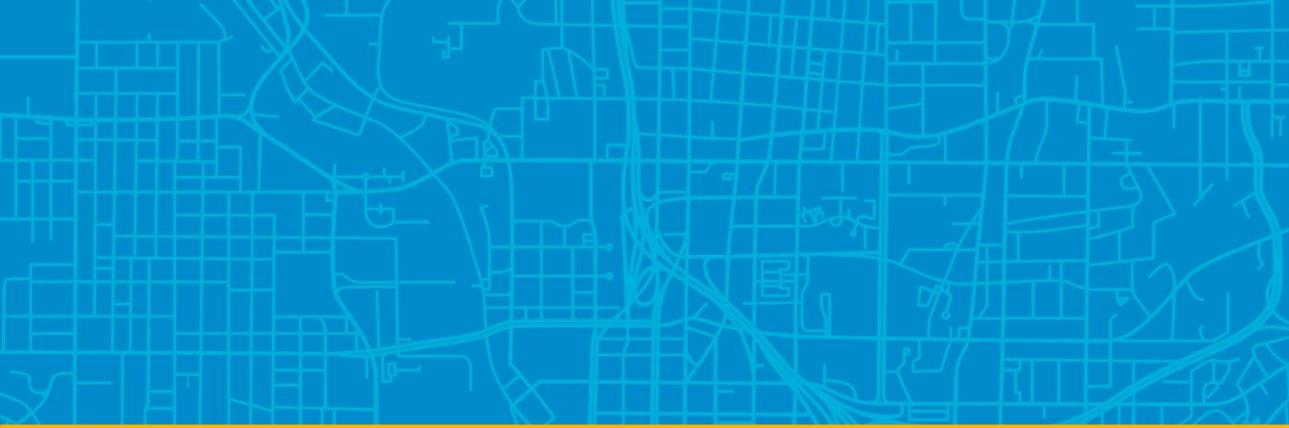
RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Invitation for Bids Number B50403, Procurement of Heating, Ventilation, Air Conditioning and Refrigeration (HVACR) Services for MARTA'S Headquarters Complex between the Authority and Maxair Mechanical LLC., in the amount of \$1,721,144.00.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

A0EF047927B94DA
**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing the Award of a Contract for the Procurement of Headquarters Complex Janitorial Services, IFB



Operations & Safety Committee
February 22, 2024

Sean Thomas
Director, Facilities

Key Topics

- **Scope Overview**
- **Bid Timeline**
- **Award Analysis**
- **Recommendation**



SCOPE OVERVIEW

To obtain a service agreement for routine daily janitorial tasks as well as periodic tasks to be performed at multiple sites, collectively accounting for over 580,000 sf of office space at designated locations.



SERVICE LOCATIONS

IFB 50367 – Janitorial Services for the Headquarters Building Complex includes:

- Headquarters
- HQ Annex
- Chamblee IOC
- Uptown Tower (*occupied floors*)



BID TIMELINE

Pre-Bid Conference		December 20, 2023
Submittal Deadline		January 16, 2024
Bid Opening		January 17, 2024
Evaluation		January 2024
Responsibility Determination		February 2024
O&S Recommendation		February 2024

AWARD ANALYSIS

- **(21) Bids received**
- **Imagann Janitorial**
- **Bid Amount \$2,479,880.00**
- **3 Base Years**
- **DBE Goal 25%**



RECOMMENDATION

IFB 50367 – Janitorial Services for Headquarters Complex

Effective Date: April 2024
Awardee: Imagann Janitorial Services
Award Amount: \$2,479,880



Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR THE PROCUREMENT OF
MARTA HEADQUARTERS COMPLEX JANITORIAL SERVICES, IFB B50367**

WHEREAS, the Authority's Office of Facilities has identified the need for MARTA Headquarters Complex Janitorial Services, Invitation for Bids Number B50367; and

WHEREAS, on December 8, 2023, the Metropolitan Atlanta Rapid Transit Authority duly sent Notice of the Invitation for Bids to potential Bidders; and

WHEREAS, notice of the said Invitation for Bids was advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area, once in each of the two weeks prior to opening bids; and

WHEREAS, all Bidders were given an opportunity to protest the bid instructions, specifications, and/or procedures; and

WHEREAS, on January 17, 2024, at 2:00 p.m., local time, twenty-one (21) bids were publicly opened and read aloud; and

WHEREAS, the lowest bid submitted, was determined to be non-responsible; and

WHEREAS, the second lowest bid submitted, was determined to be non-responsible; and

WHEREAS, the third lowest bid submitted, was determined to be non-responsible;
and

WHEREAS, the fourth lowest bid submitted, was determined to be non-responsible; and

WHEREAS, the fifth lowest bid submitted by Imagann Facility Support Services, was determined by staff to be responsive and responsible and the bidder is capable of performing the Contract; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Invitation for Bids Number B50367, for MARTA Headquarters Complex Janitorial Services between the Authority and Imagann Facility Support Services., in the amount of \$2,479,880.00.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

A0EF047927B94DA...

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**Resolution Authorizing the
Award of a Contract for
Safety, Health, and
Industrial Hygiene
Consulting Services,
RFP P50139**

Operations & Safety Committee
February 22, 2024

Leslie Hubble
Director, Environmental Health and
Safety

Scope of Services



Hazardous Materials



Confined Space



Industrial Hygiene



Indoor Air Quality



Biological Safety



Engineering Controls



Safety Support & Audits



Laboratory Services to support above work



Contract Terms & Value

5-year base with 5 option years

Funded by local capital funds

DBE Goal – 25%

Year	Total Cost
Base Term	\$ 14,000,000
Option Year 1	\$ 2,800,000
Option Year 2	\$ 2,800,000
Option Year 3	\$ 2,900,000
Option Year 4	\$ 3,000,000
Option Year 5	\$ 3,100,000
Total	\$ 28,600,000

Solicitation Timeline

Action	Date
Solicitation publicly posted	8/29/2023
Proposal deadline	10/12/2023
SEC Scoring Completed	12/6/2023
Vendor Presentations	1/11/2024
Selection Memo Submitted	1/23/2024

Bids & Selection Process

Bids received

- ★ Apex Companies, LLC
- ★ ECS Southeast, LLP
- Environmental Resources Management, Inc.
- NOVA Engineering and Environmental, LLC
- ★ Pond & Company, Inc.
- ★ Terracon Consultants, Inc.

Contract Award

Multi-award

- Apex Companies LLC
- Terracon Consultants, Inc.

DBE evaluation completed

Effective Date - July 1, 2024

Total Value - \$28.6 million



Thank You



RESOLUTION TITLE
RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR
SAFETY, HEALTH AND INDUSTRIAL HYGIENE CONSULTING SERVICES
REQUEST FOR PROPOSALS NUMBER P50139

WHEREAS, the Authority's Office of Safety & Quality Assurance has identified the need for the Procurement of Safety, Health and Industrial Hygiene Consulting Services, Request for Proposals Number P50139; and

WHEREAS, On September 30, 2024 the Metropolitan Atlanta Rapid Transit Authority duly sent to potential proponents notice of its Request for Proposals for the Procurement of Safety, Health and Industrial Hygiene Consulting Services, RFP P50139; and

WHEREAS, notice of the said Request for Proposals was advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area, once in each of the two weeks prior to the proposal deadline; and

WHEREAS, all Proponents were given the opportunity to protest the proposal instructions, specifications, and/or procedures; and

WHEREAS, on October 12, 2023 at 2:00 p.m., local time, six (6) proposals were received; and

WHEREAS, the Authority's staff determined that Apex Companies, LLC and Terracon Consultants, Inc. submitted the most advantageous offer and other factors considered and is technically and financially capable of providing the services.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/Chief Executive Officer or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Request for Proposals Number P50139, for the procurement of Safety, Health and Industrial Hygiene Consulting Services between the Authority and Apex Companies, Inc. and Terracon Consultants, Inc. in the amount of \$28,600,000.00.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

AGEF047927D94DA...

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing a Modification in Contractual Authorization for MARTA – Lyft Partnership, Letter of Agreement (LOA) L48275

**Operations and Safety Committee
February 22, 2024**

**Jon Gordon
Customer Engagement Manager**

Agenda

- MARTAConnect Background
- Early Bird Program
- Lyft Early Bird Usage
- Lyft Contract Overview
- Board Request

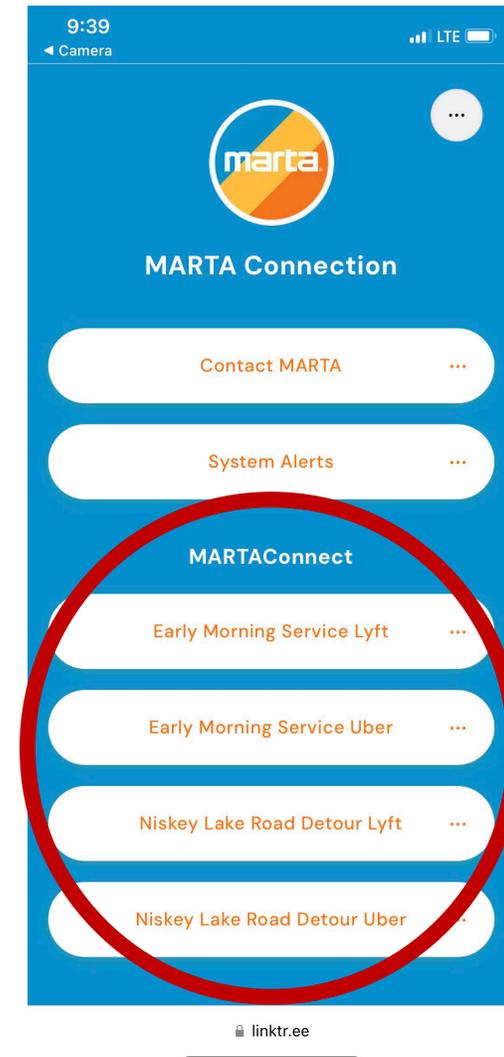


MARTACONnect Background

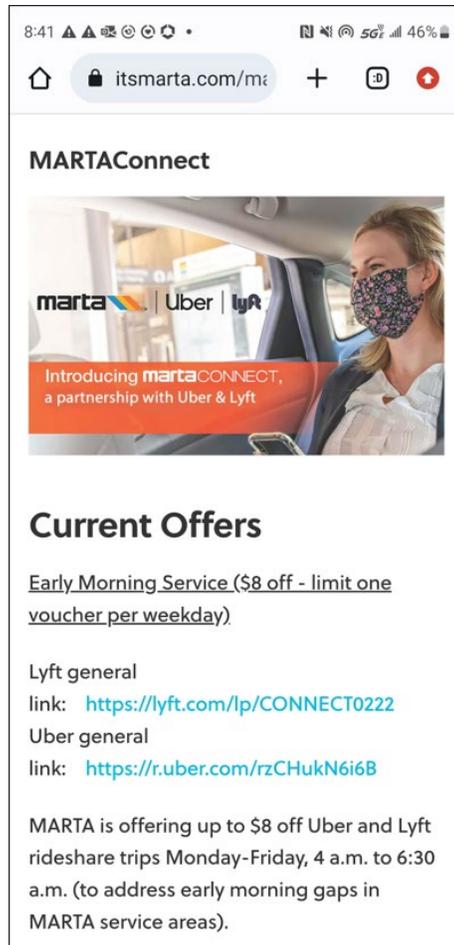
Activated during planned and unplanned service disruptions, special services

109,991 trips (cost: \$1M+) have been taken using MARTACONnect.

- Planned Track Renovation shutdowns (3%)
- Unplanned rail power outages (1%)
- Niskey Lake Modification (3%)
- Bus service reductions due to operator shortages, Early Bird Service (93%)



Early Bird Program Modification



- Launched in December 2021 to help riders impacted by reduced bus service (Saturday schedules) due to operator shortages.
- Offered M-F, 4 am-6:30 am, with up to \$8 off Uber/Lyft rides within MARTA service area.

Modification:

- As of February 6, 2024, the program now targets 13 remaining routes still on Saturday schedules.
- Reduced subsidy to \$5 per ride
- These modifications reflect improved service levels



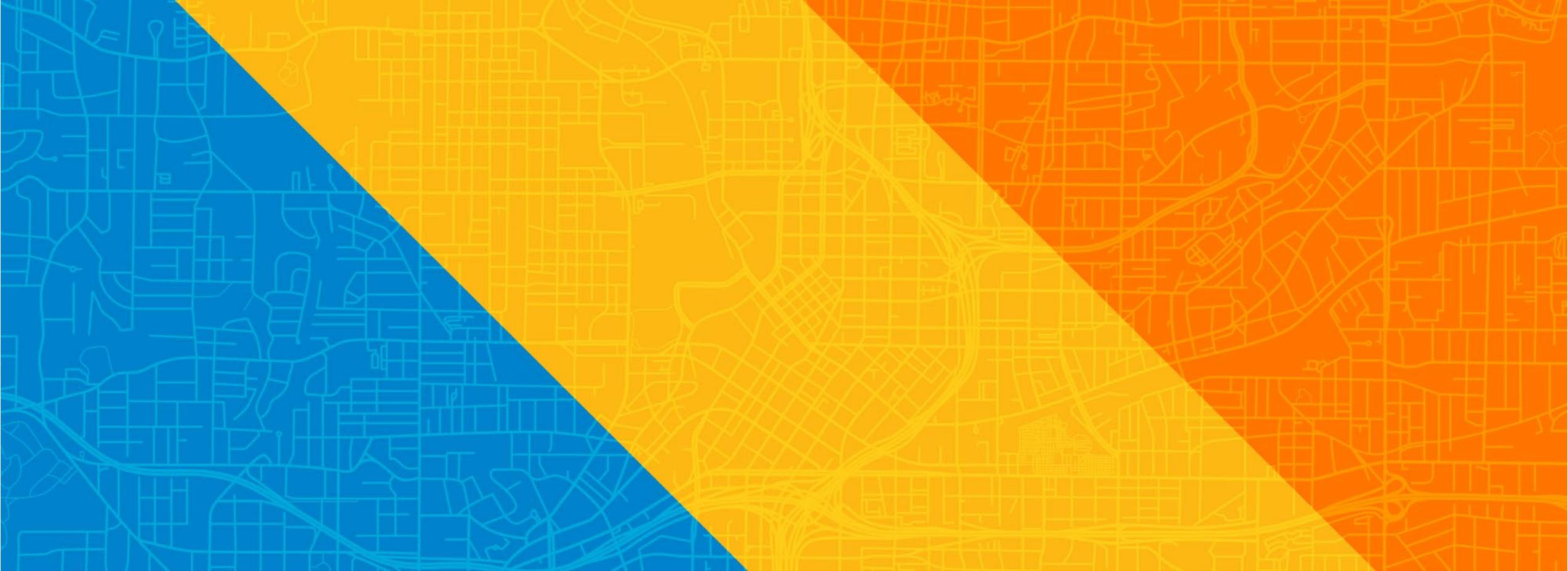
Lyft, Inc. Contract Overview

- LOA L48275: Contract executed in March 2021
- Automatic yearly renewal
- Current contract value: \$706,000
- Requested contract value: \$1,006,000
- Funded by local Operating funds

Request for Approval



- Resolution to increase the contract value of the Lyft, Inc. contract from \$706K to a maximum contract value of \$1,006,000.



Thank You



**RESOLUTION AUTHORIZING THE MODIFICATION IN CONTRACTUAL
AUTHORIZATION FOR MARTA-LYFT PARTNERSHIP, LOA L48275**

WHEREAS, on March 18, 2021 the General Manager entered into a Contract with Lyft, Inc. for a MARTA-Lyft Partnership, Letter of Agreement L48275; and

WHEREAS, on October 13, 2022 the Board of Directors of the Metro Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for MARTA-Lyft Partnership, Letter of Agreement L48275 in the amount of \$302,000.00; and

WHEREAS, on November 9, 2023 the Board of Directors of the Metro Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for MARTA-Lyft Partnership, Letter of Agreement L48275 in the amount of \$206,000.00; and

WHEREAS, MARTA staff has determined that it is in the best interest of the Authority to increase the contract value to provide for known changes and additions to the contract; and

WHEREAS, all contractual changes and additions for this modification will follow the Authority's procurement policies and guidelines; and

WHEREAS, the Department of Internal Audit will be requested to perform a cost/price analysis to determine fair and reasonable pricing; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to increase the authorization for Contract No. L48275, MARTA – Lyft Partnership from \$706,000.00 to \$1,006,000.00

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

A0EF047927B94DA...

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**Resolution Authorizing a
Modification in Contractual
Authorization for MARTA –
Uber Technologies, Inc.
Partnership, Letter of
Agreement (LOA) L46827**

**Operations and Safety Committee
February 22, 2024**

**Jon Gordon
Customer Engagement Manager**

Agenda

- MARTAConnect Background
- Early Bird Program
- Uber Early Bird Usage
- Uber Contract Overview
- Board Request

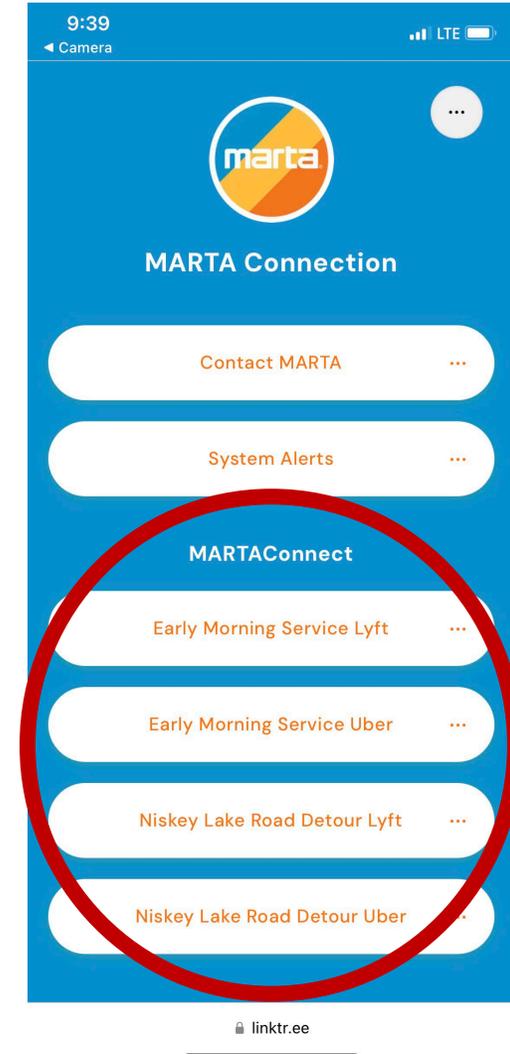
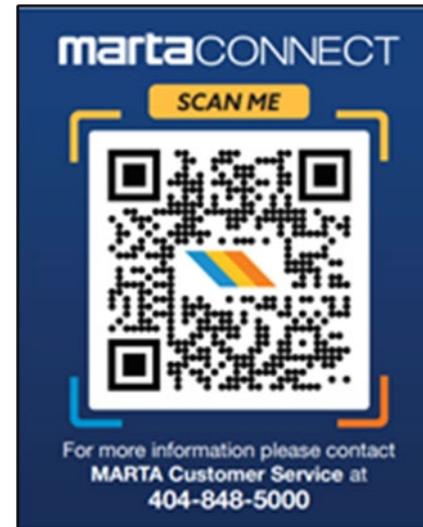


MARTACONnect Background

Activated during planned and unplanned service disruptions, special services

109,991 trips (cost: \$1M+) have been taken using MARTACONnect.

- Planned Track Renovation shutdowns (3%)
- Unplanned rail power outages (1%)
- Niskey Lake Modification (3%)
- Bus service reductions due to operator shortages, Early Bird Service (93%)



8:41 56% 46%

itsmarta.com/m

MARTACONNECT



Current Offers

Early Morning Service (\$8 off - limit one voucher per weekday)

Lyft general
link: <https://lyft.com/lp/CONNECT0222>

Uber general
link: <https://r.uber.com/rzCHukN6i6B>

MARTA is offering up to \$8 off Uber and Lyft rideshare trips Monday-Friday, 4 a.m. to 6:30 a.m. (to address early morning gaps in MARTA service areas).

Early Bird Program Modification

- Launched in December 2021 to help riders impacted by reduced bus service (Saturday schedules) due to operator shortages.
- Offered M-F, 4 am-6:30 am, with up to \$8 off Uber/Lyft rides within MARTA service area.

Modification:

- As of February 6, 2024, the program now targets 13 remaining routes still on Saturday schedules.
- Reduced subsidy to \$5 per ride
- These modifications reflect improved service levels



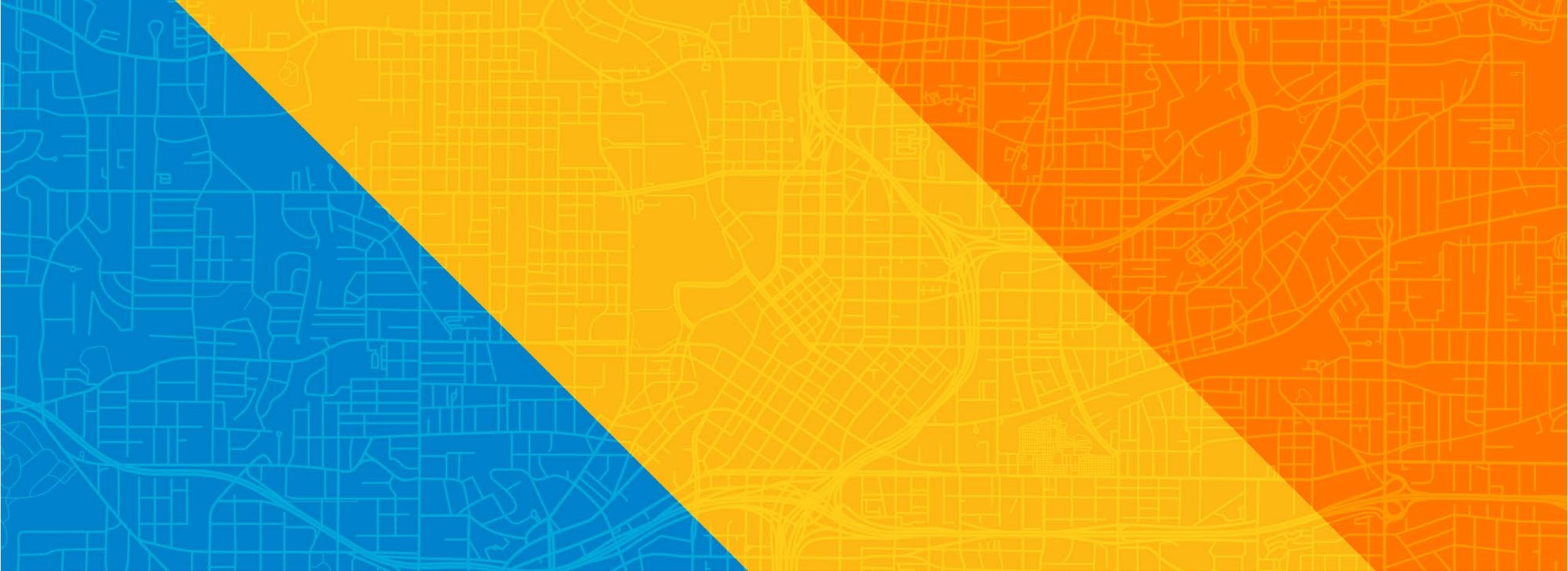
Uber Technologies, Inc. Contract Overview

- LOA L46827: Contract executed in June 2020
- 5-year contract
- Current contract value: \$500,000
- Requested contract value: \$575,000
- Funded by local Operating funds

Request for Approval



- Resolution to increase the contract value of the Uber Technologies, Inc. contract from \$500K to a maximum contract value of \$575,000.



Thank You



**RESOLUTION AUTHORIZING THE MODIFICATION IN CONTRACTUAL
AUTHORIZATION FOR MARTA UBER PARTNERSHIP DURING SEVERE SERVICE
DISRUPTION, LOA L46827**

WHEREAS, on May 15, 2020 the General Manager entered into a Contract with Uber Technologies, Inc. for MARTA Uber Partnership During Severe Service Disruption, Letter of Agreement L46827; and

WHEREAS, on October 13, 2022 the Board of Directors of the Metro Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for MARTA Uber Partnership Severe Service Disruption, Letter of Agreement L46827 in the amount of \$400,000.00; and

WHEREAS, the MARTA staff has determined that it is in the best interest of the Authority to increase the contract value to provide for known changes and additions to the contract; and

WHEREAS, all contractual changes and additions for this modification will follow the Authority's procurement policies and guidelines; and

WHEREAS, the Department of Internal Audit will be requested to perform a price/cost analysis to determine fair and reasonable pricing; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta

Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to increase the authorization for Contract No. L46827, MARTA Uber Partnership During Severe Service Disruption from \$500,000.00 to \$575,000.00.

Approved as to Legal Form:

DocuSigned by:

Peter J. Andrews

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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**Briefing on Operational Impacts for
Upcoming Capital Program Work:
Airport Station Rehabilitation Project**

**Airport Station Closure
April 8, 2024 – May 19, 2024**

Operations & Safety Committee

February 22, 2024

Table of Contents

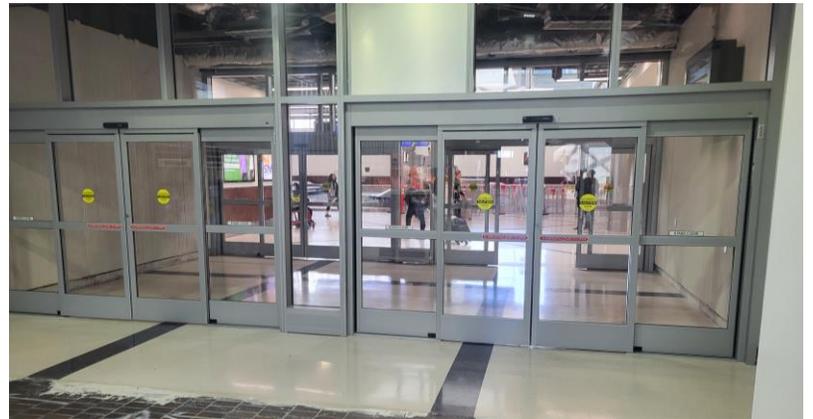
Part 1 – Capital Work to be Performed, Need for Closure

Part 2 – Operational Impacts and Plans for Service

Part 3 – External Affairs and Customer Notifications



**Airport Station Closure
Part 1 – Capital Work to be Performed, Need for Closure**



Current Construction Progress



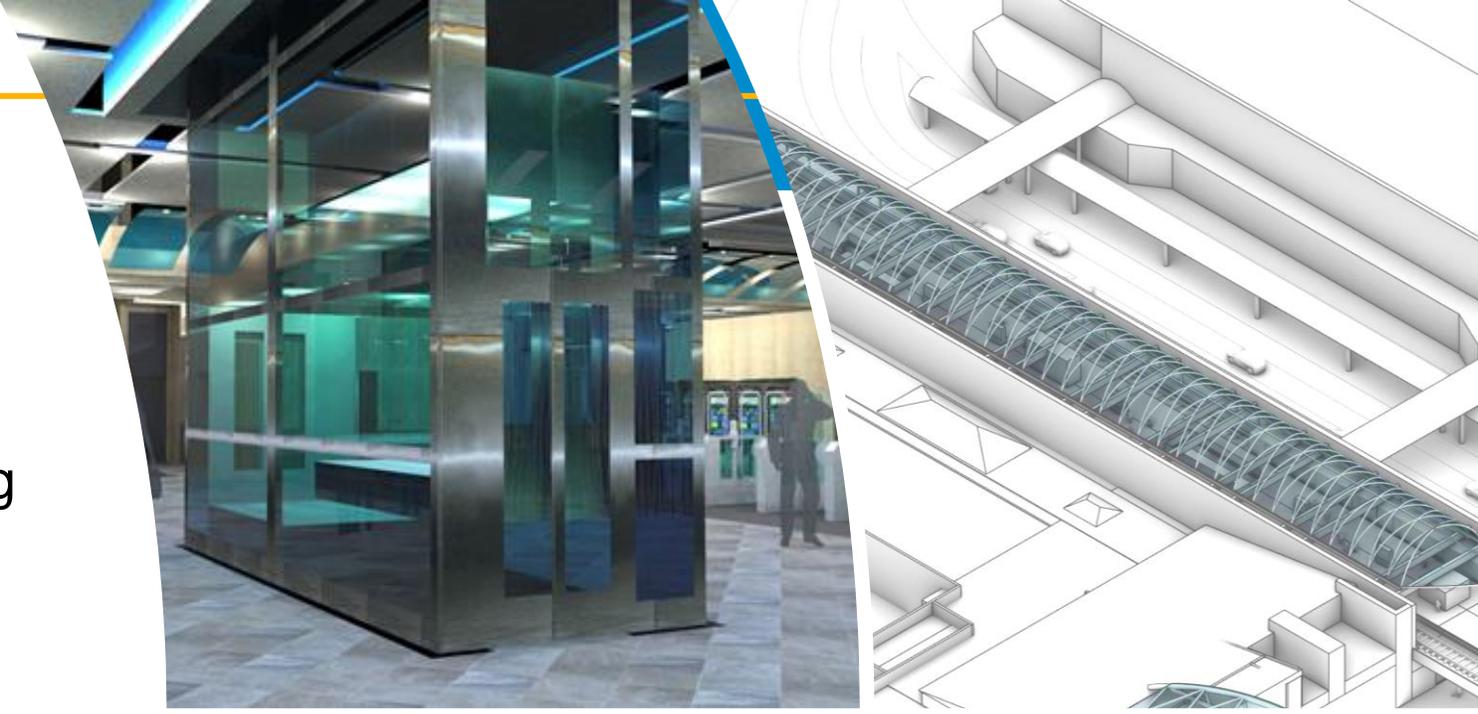
Project Scope

Concourse Area Work

- New terrazzo flooring
- New RideStore; demolition of existing
- New wall cladding
- New ceilings and lighting
- New public art mural
- Replacement of existing elevator
- Addition of a new elevator

Platform Area Work

- New pavers
- New canopy on top of platform accenting the Airport's new canopies
- New operator's booth
- New operator's restroom



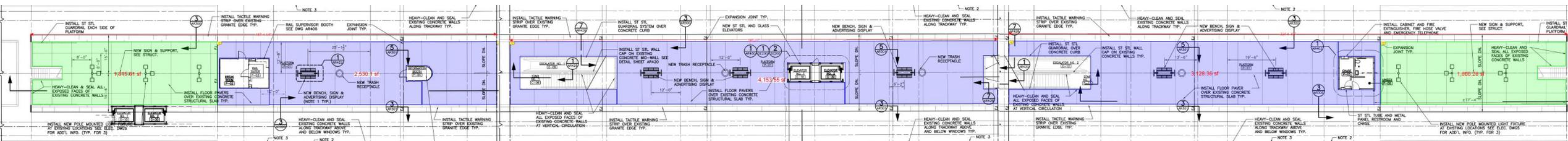
Why is a Closure Required?

- The work cannot be performed during normal revenue operations without creating a safety impact to passengers and workers
- The type of work requires restriction of an entire area (e.g, terrazzo in the concourse area, platform paver replacement in the center of the station platform)
- In order to meet a May 2026 construction completion date, in time for World Cup 2026, the schedule must be condensed creating concentrated work periods
- Minimize overall impact to the passengers by saving 17 months of construction time

Airport Operations Impact

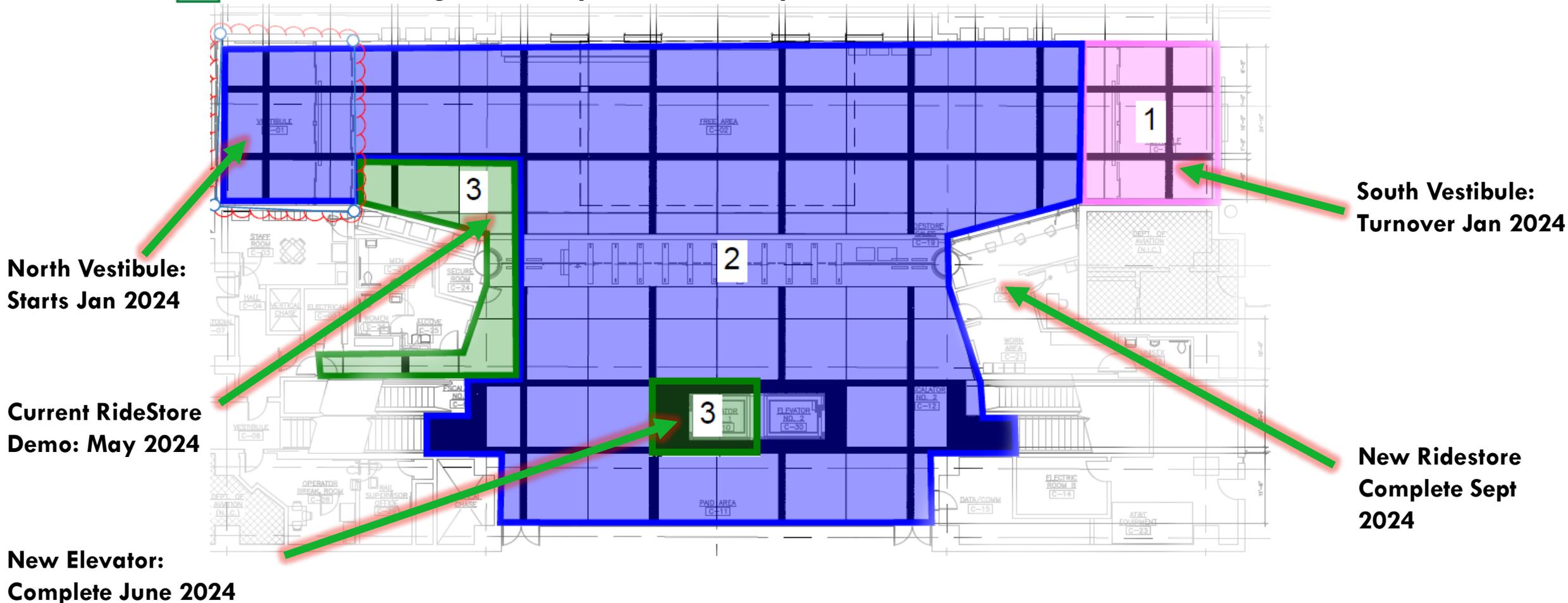
Operations Impact	Work Location	Time Period
1 st 6 Week Closure	Center of Platform or Terrazzo flooring on Concourse (Areas shown in Blue)	April 8 – May 19, 2024
Short & Long Stop	Ends of the Platform (Areas shown in Green)	TBD/ 2 weeks per end with night work
Nightly Closures	Canopy Work (Starting)	January 2025 – October 2025
2 nd 6 Week Closure <i>*if needed*</i>	Canopy Work (Ending)	Late January 2026 – Early February 2026
World Cup		June 11, 2026

Full Length of Platform



Concourse Construction Phasing

- Ongoing work at the South Vestibule
- Work to be completed during 1st 6-week Shutdown (April 2024)
- Areas of flooring to be completed after completion of Staff Room and New Elevator



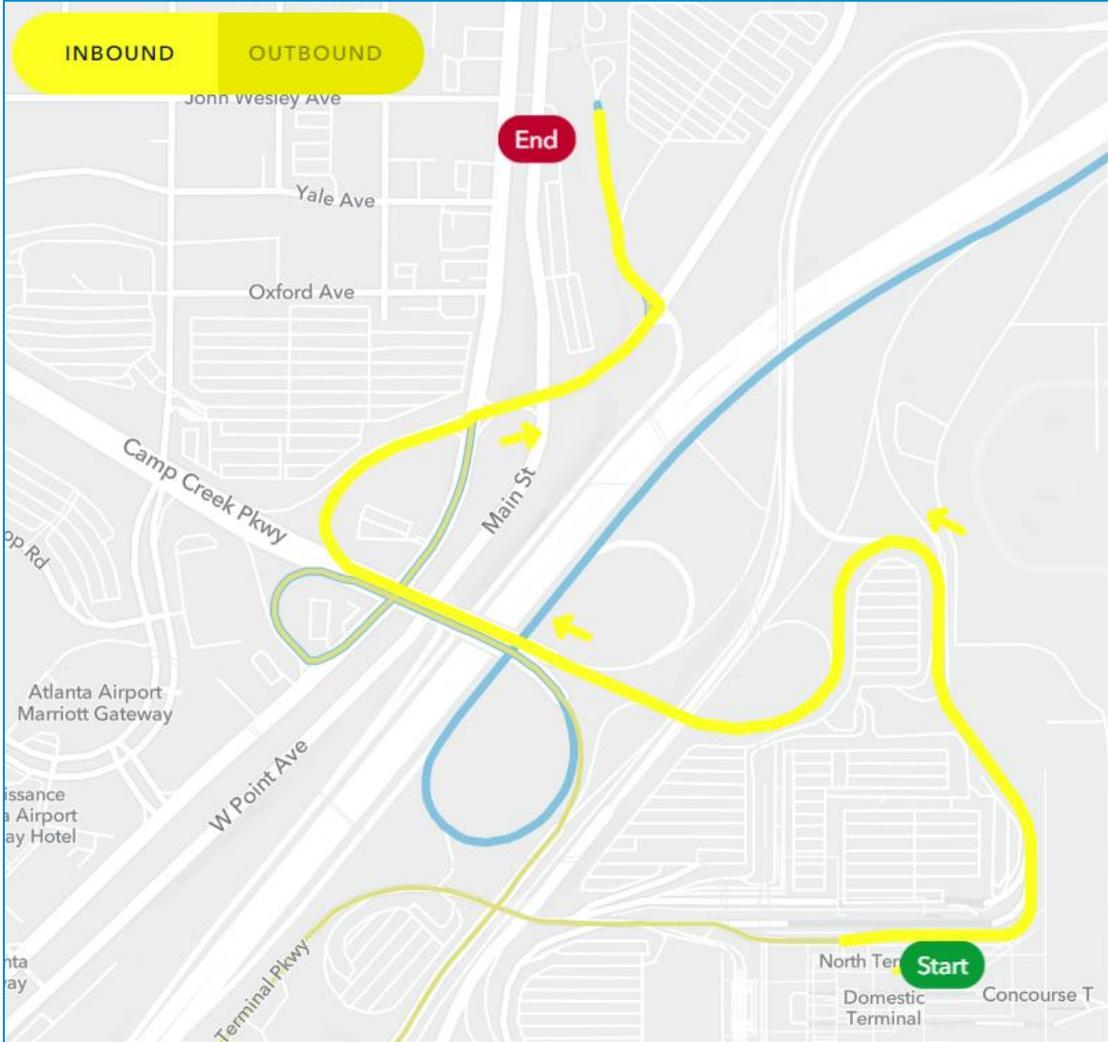
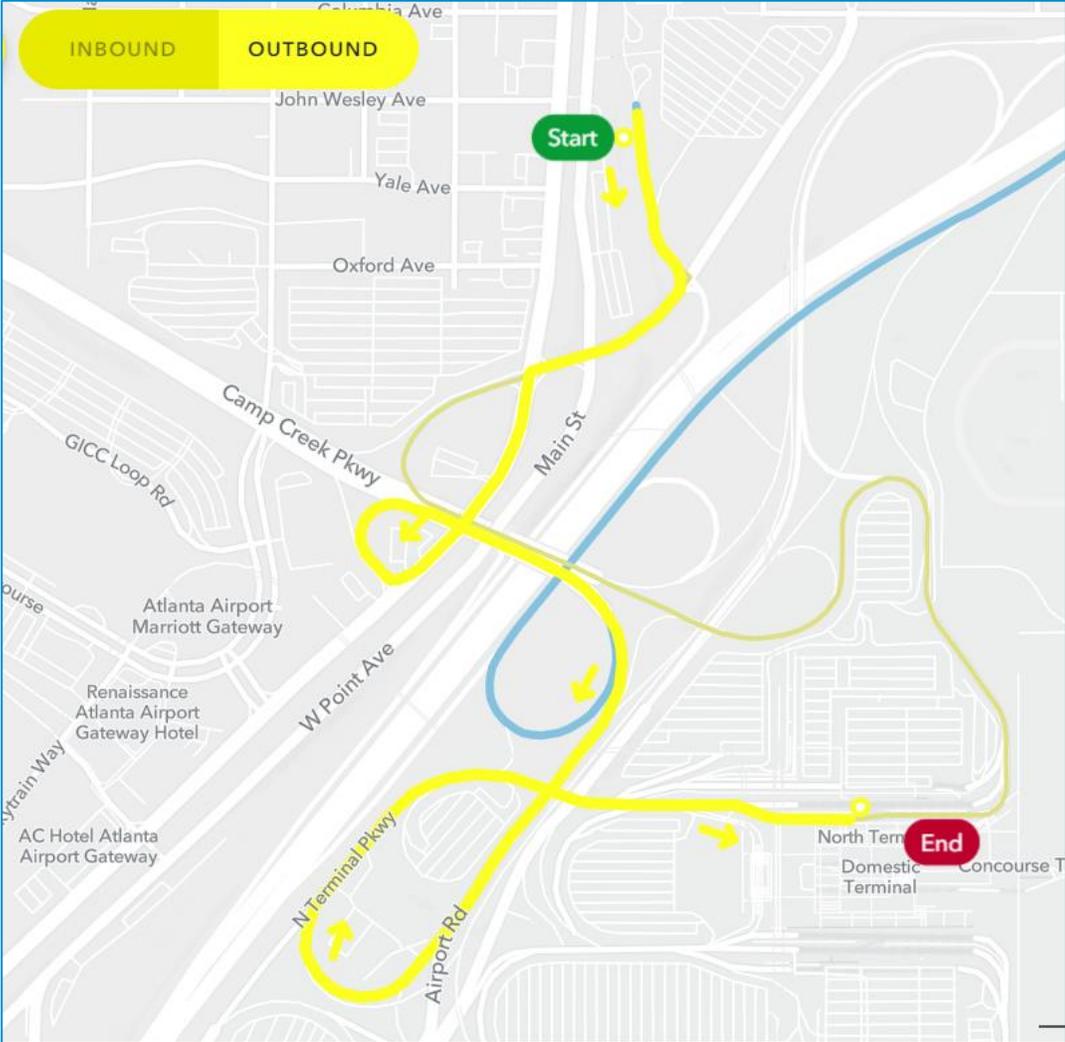
Airport Station Closure Part 2 – Operational Impacts and Plans for Service

Shuttle to/from College Park

- Begins April 8 at 4:00AM
- Ends May 19 at 2:00AM
- Bus Shuttle Coverage Plan
 - From/To:
 - College Park Station
 - To HJAIA North Terminal, Lower Level, Doors LN1 & LN2
 - 22 hours per day
 - 42 total days
 - 3 buses mirroring a rail 12-minute headway (scalable based on demand)
 - Wayfinding signage



Airport Shutdown- Shuttle to/from College Park



Airport Station Closure Part 3 - External Affairs and Customer Notifications

SEE MARTA's renewed focus on Service, Experience, and Expansion.

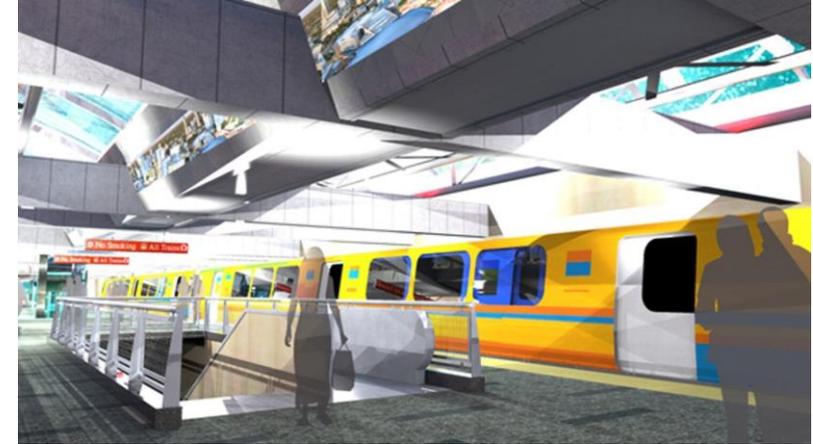
Service

Experience

Expansion

E – Experience Improvements

MARTA's Station Rehabilitation Program is a multi-year nearly \$1B investment in improving the customer experience.



Airport Station Rehab Closure

Messaging

- ✓ MARTA is modernizing and improving the most convenient and least expensive way to get to the Airport
- ✓ This six-week closure will allow MARTA to reduce number of nightly closures and single-tracking (short-pain for long-term gain)
- ✓ Add 30 minutes to your MARTA trip to the Airport
- ✓ Shuttles will take you to and from the airport's Lower North Terminal to MARTA's College Park Station



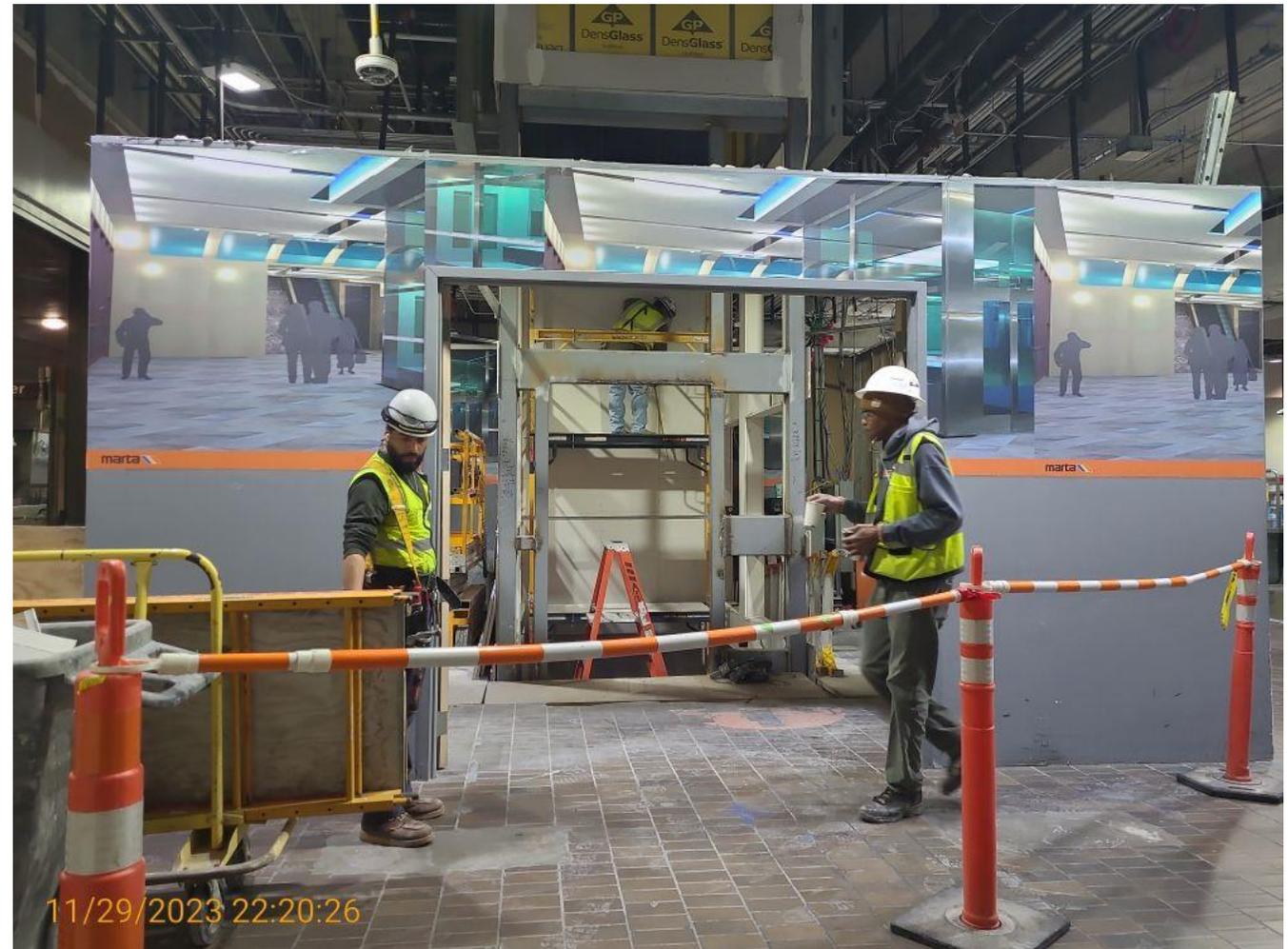
Airport Station Rehab Closure

Goals

- ✓ Proactively communicate service impacts and alternate routes to customers
- ✓ Mitigate negative impacts

Key Impacted Stakeholders

- ✓ **Customers-** local and visitor Airport station users
- ✓ **Airport Employees-** as the state's largest employer, ensure employees at HJAIA and surrounding area can access jobs
- ✓ **Jurisdictional Partners-** City of Atlanta, Clayton County, Cities of College Park and Hapeville
- ✓ **Large Venues and Employers-** Atlanta Convention & Visitors Bureau, Georgia Hotel Council



Airport Engagement Approach

Marketing/Communications/Digital Campaign

- ✓ Paid Advertising (digital, radio, print)
- ✓ Earned media
- ✓ Wayfinding coordinated with airport
- ✓ Digital closure signage at Airport & College Park station
- ✓ App notifications (MARTA & partners)
- ✓ Email campaign
- ✓ Social Media (graphics)
- ✓ Platform and train announcements
- ✓ Partner Toolkit

Government & Community Affairs

- ✓ Jurisdictional briefings and email
- ✓ Local/State/Federal Elected officials
- ✓ CIDs and TMAs
- ✓ Chambers, ACVB, Atlanta Hotel Council



Timeline

February 22 - Press Release & Initial Social Media Push, Gov & Community Affairs Briefings scheduled (ongoing)

March 4 - Digital Campaign Launch

March 8 & 22 - Press Releases & Social Media Posts

March 25 week - Press Conference with Collie Greenwood & Carrie Rocha, HJAIA rep

April 1 – 8 - Daily Media Advisories & Social Media Posts



All social media posts to be shared on Airport social media channels





Thank You



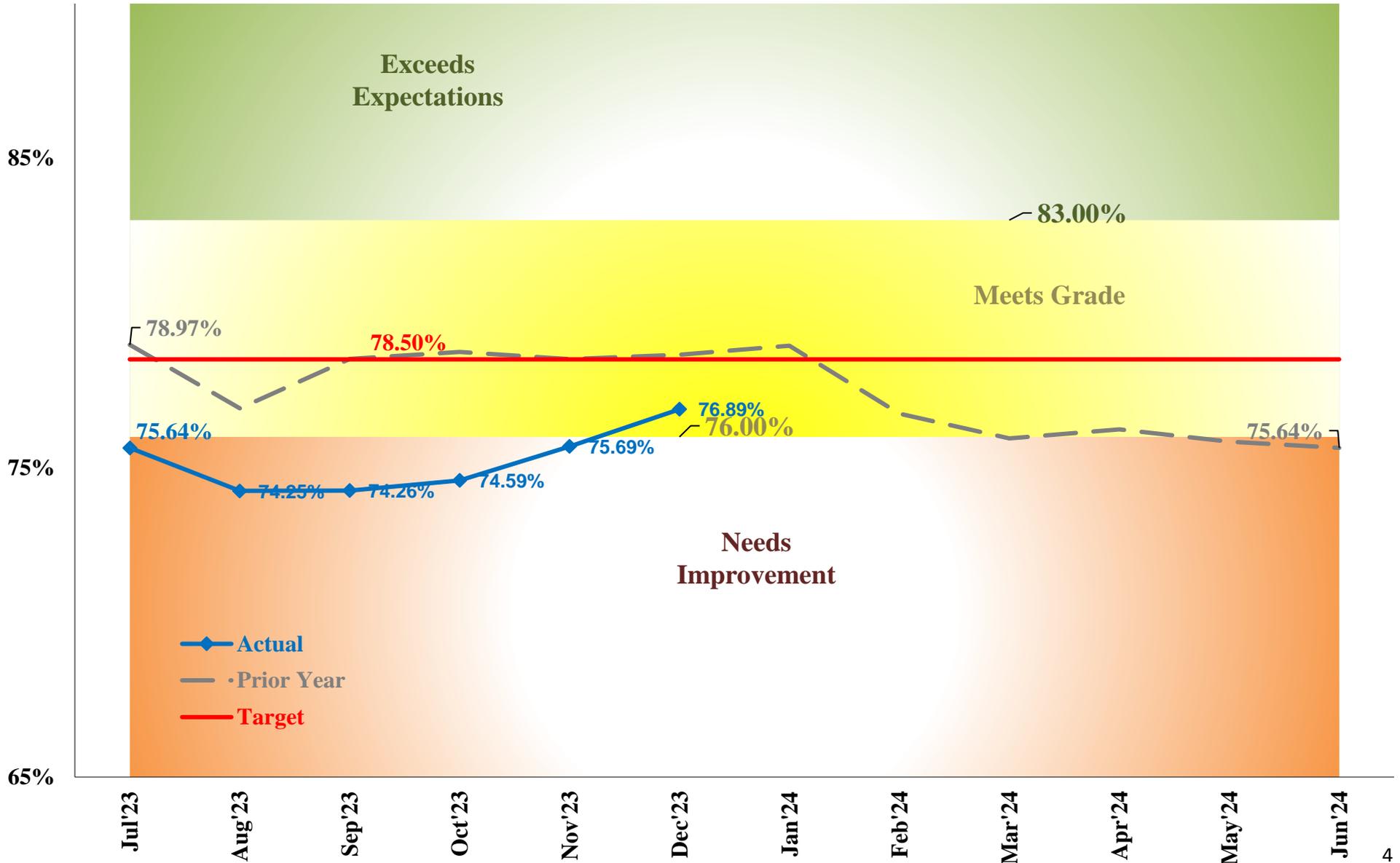
DECEMBER FY24
PERFORMANCE
(BUS OPERATIONS)

OFFICES OF
BUS TRANSPORTATION
BUS MAINTENANCE

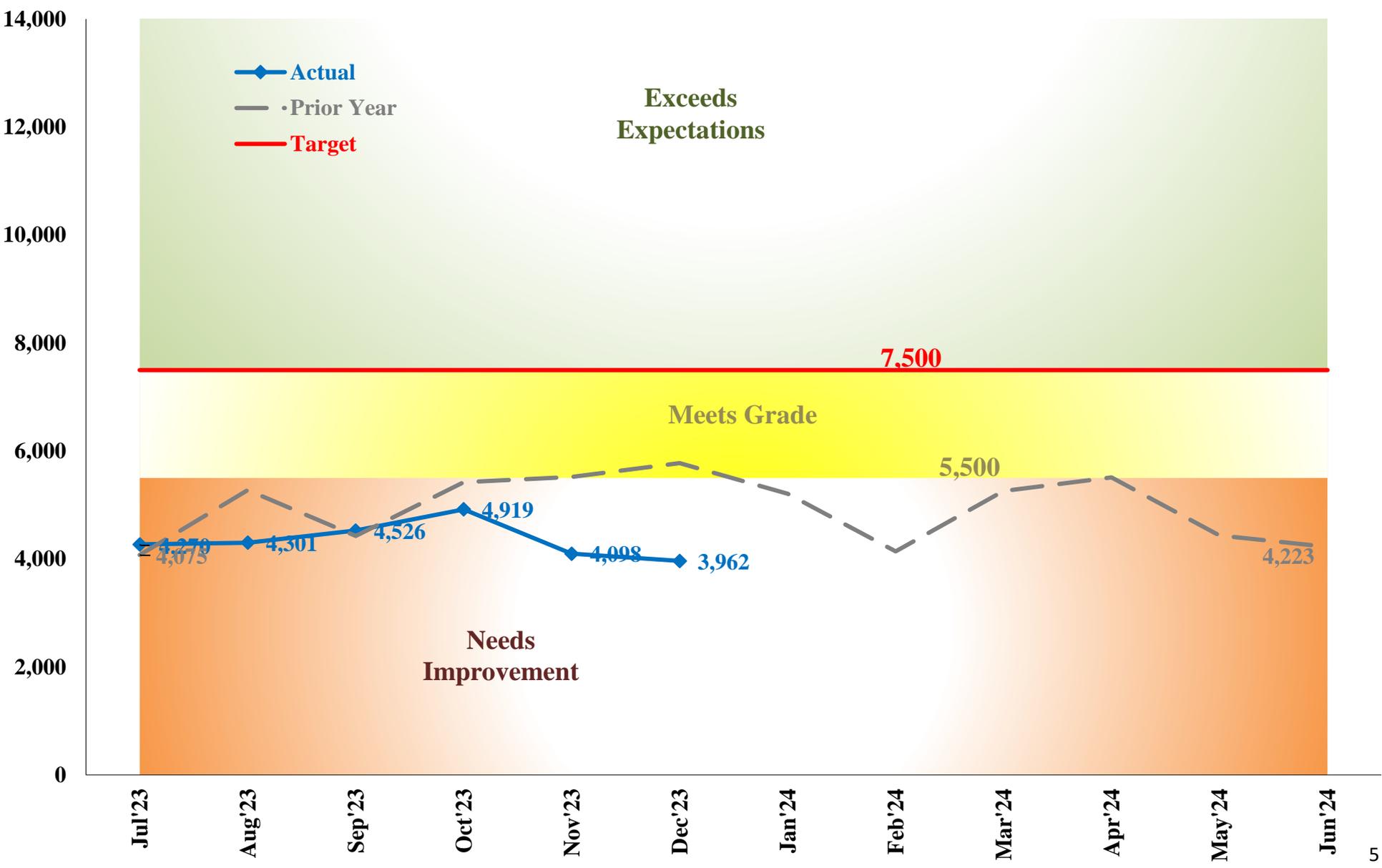
Operations KPIs (Bus)

KPI	FY24 Target	Dec FY24	Monthly Variance vs. Projected	FY24 Year-To-Date	YTD Variance vs. Projected	Variance vs. previous FY
On-Time Performance	78.50%	76.89%	-1.61%	75.21%	-3.29%	-3.17%
Mean Distance Between Failures	7,500	3,962	-3,538	4,326	-3,174	-678
Customer Complaints per 100K Boardings	8.00	10.71	2.71	11.30	3.30	1.11

Bus On-Time Performance measured as percentage of on-time departures from defined time points on a given route. Departure is considered on-time, if made between 0 and 5 minutes after scheduled departure time.

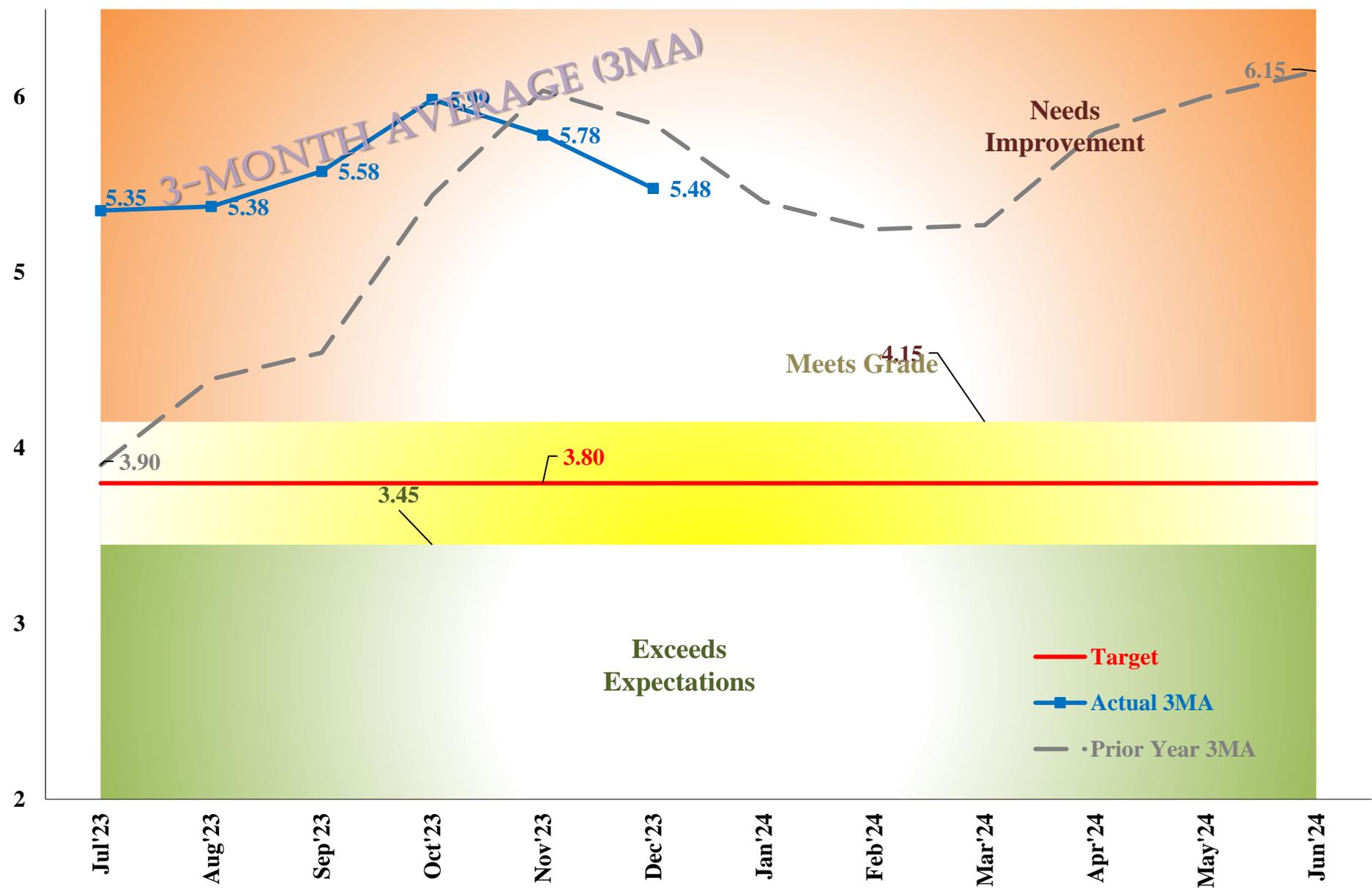


Bus Mean Distance Between Failures measured as the average actual vehicle miles (revenue + deadhead miles) between major mechanical failures reportable to NTD



BUS SAFETY KPI

Bus Collisions per 100K Miles measured as the number of collisions involving bus service per 100,000 hub miles.

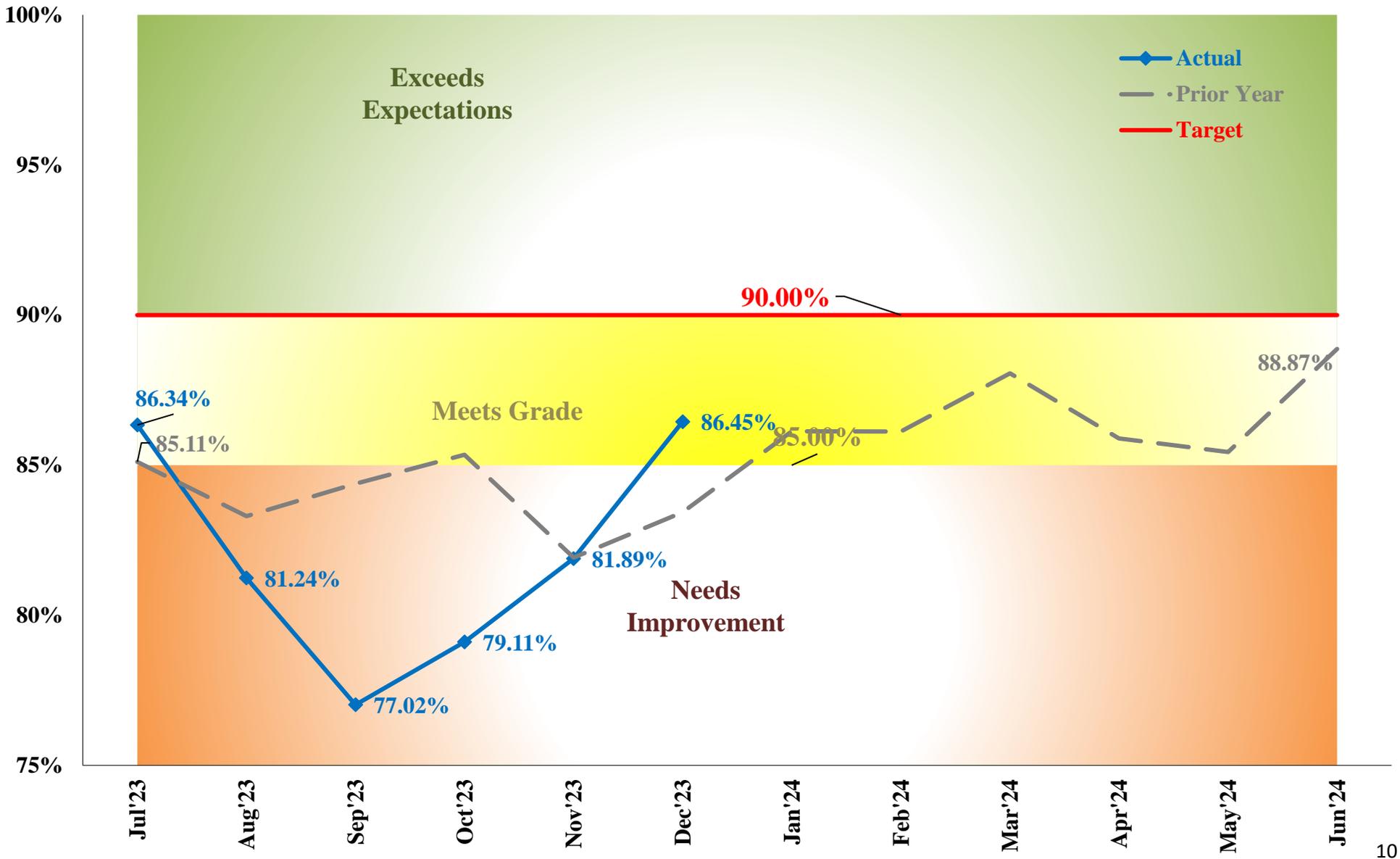


OFFICE OF
MOBILITY

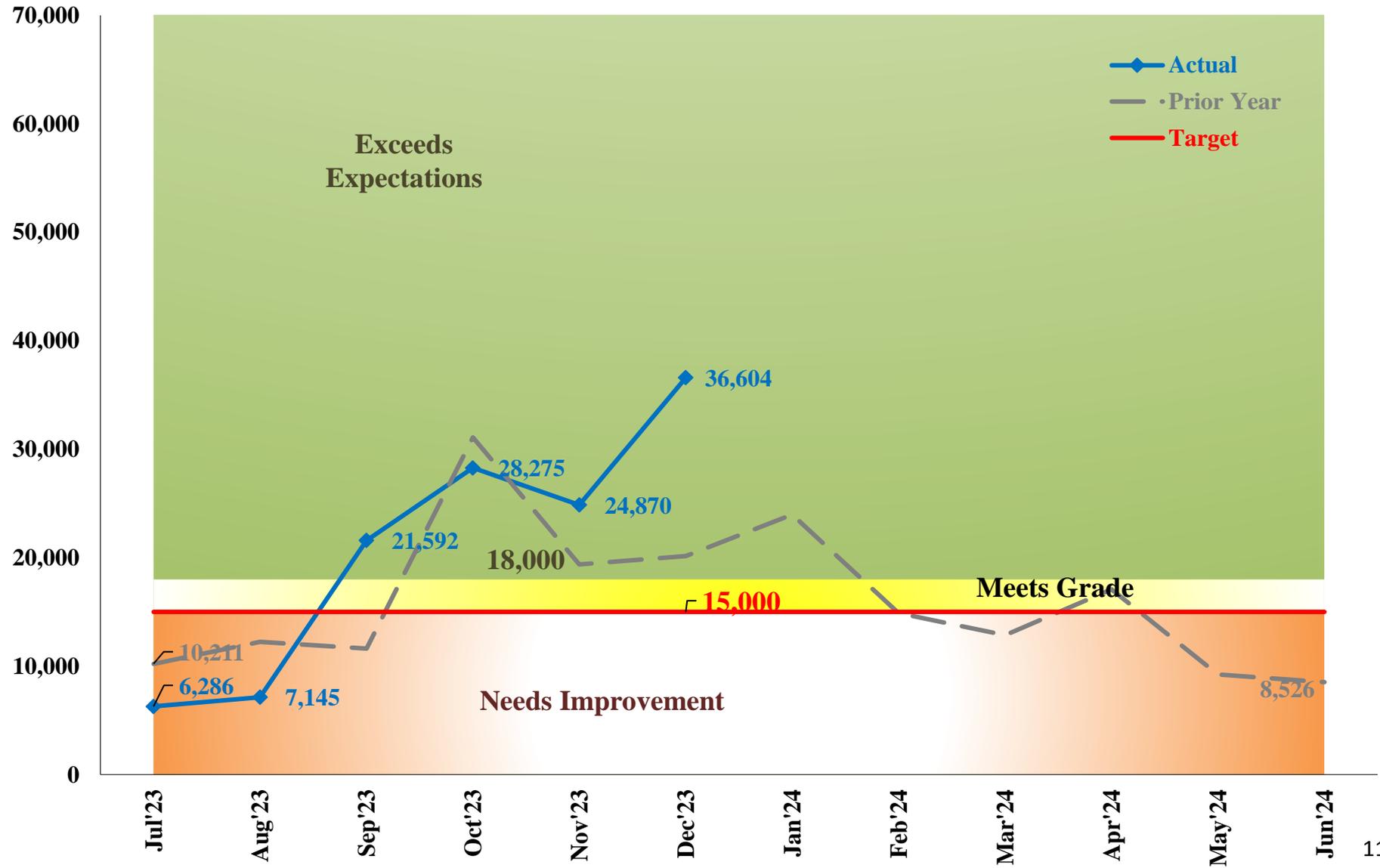
Operations KPIs (Mobility)

KPI	FY24 Target	Dec FY24	Monthly Variance vs. Projected	FY24 Year-To-Date	YTD Variance vs. Projected	Variance vs. previous FY
On-Time Performance	90.00%	86.45%	-3.55%	81.92%	-8.08%	-1.99%
Mean Distance Between Failures	15,000	36,604	21,604	13,343	-1,657	-1,822
Missed Trip Rate	0.50%	1.33%	0.83%	1.51%	1.01%	0.83%
Reservation Average Call Wait Time	2:00	6:04	4:04	5:32	3:32	3:52
Reservation Call Abandonment Rate	5.50%	9.14%	3.64%	9.10%	3.60%	4.88%
Customer Complaints per 1K Boardings	4.00	3.77	-0.23	5.50	1.50	1.67

Mobility On-Time Performance measured as the percentage of MARTA Mobility customer pickups made within 30 minutes from scheduled pickup time.

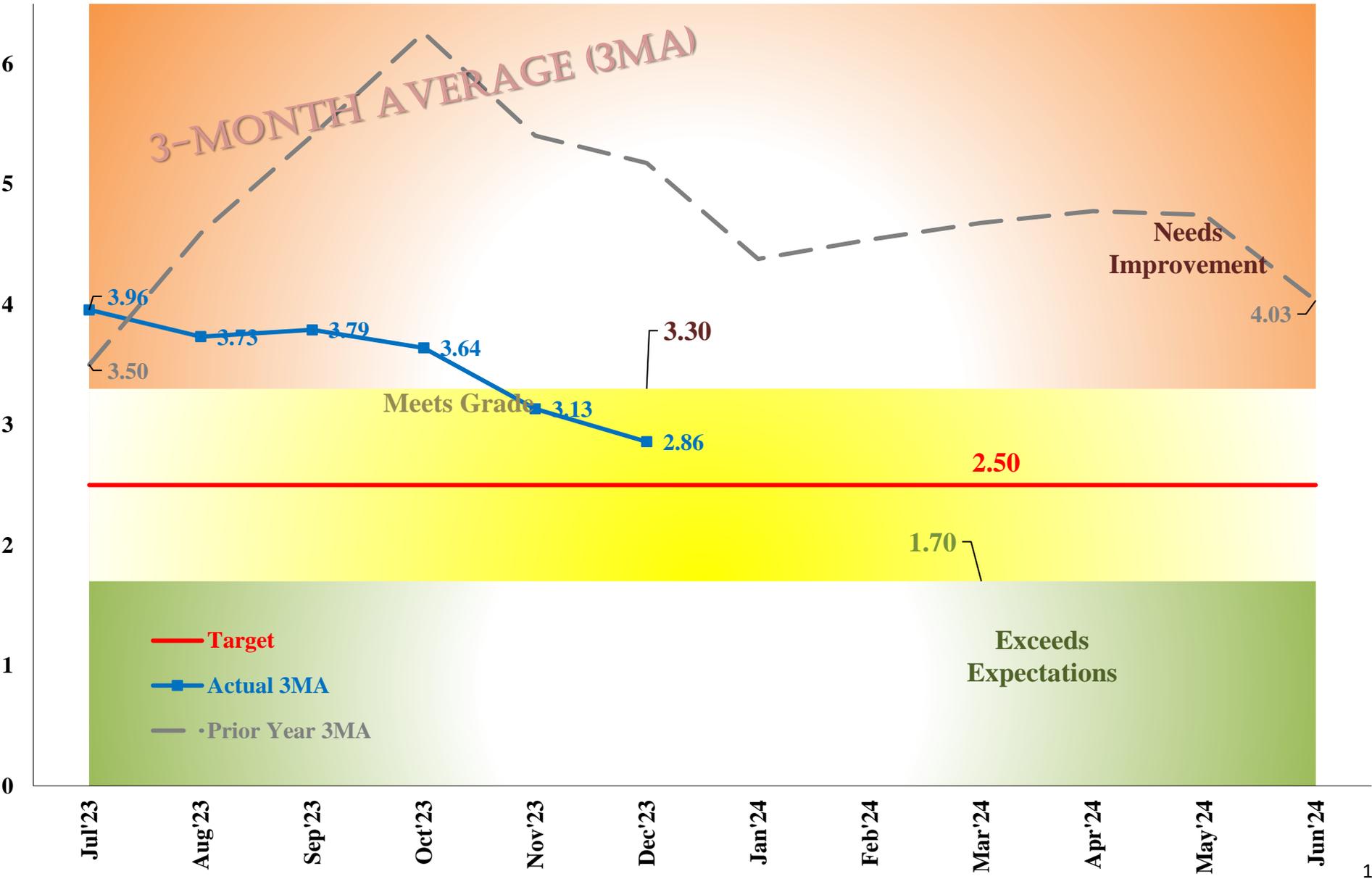


Mobility Mean Distance Between Failures measured as the average Mobility service miles between NTD reportable mechanical failures, i.e., those precluding a revenue vehicle from completing its revenue trip or starting its next scheduled revenue trip.



MOBILITY
SAFETY KPI

Mobility Collisions per 100K Miles measured as the number of collisions involving Mobility service per 100,000 hub miles.



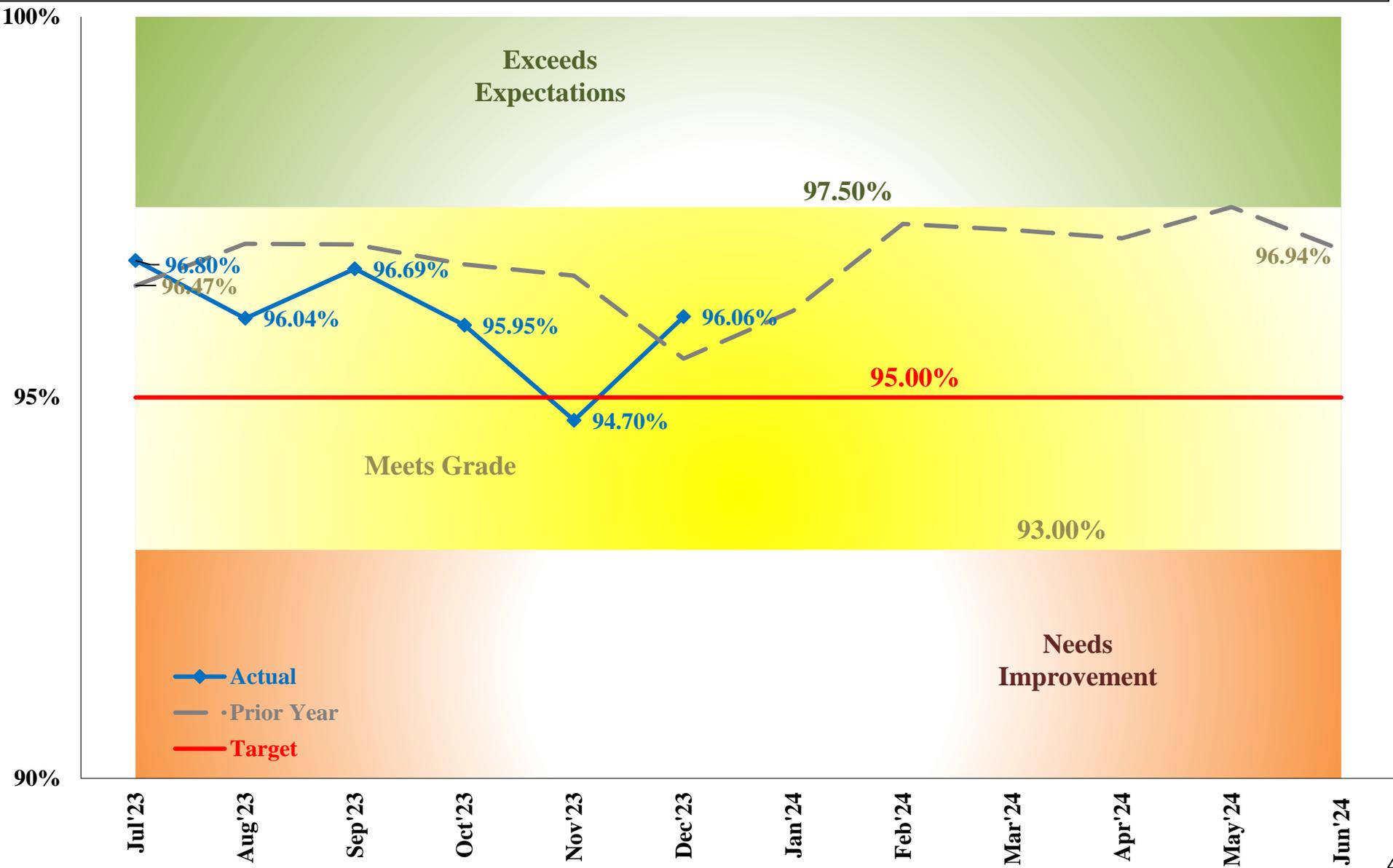
DECEMBER FY24
PERFORMANCE
(RAIL OPERATIONS)

OFFICES OF
RAIL
TRANSPORTATION
RAIL CAR
MAINTENANCE

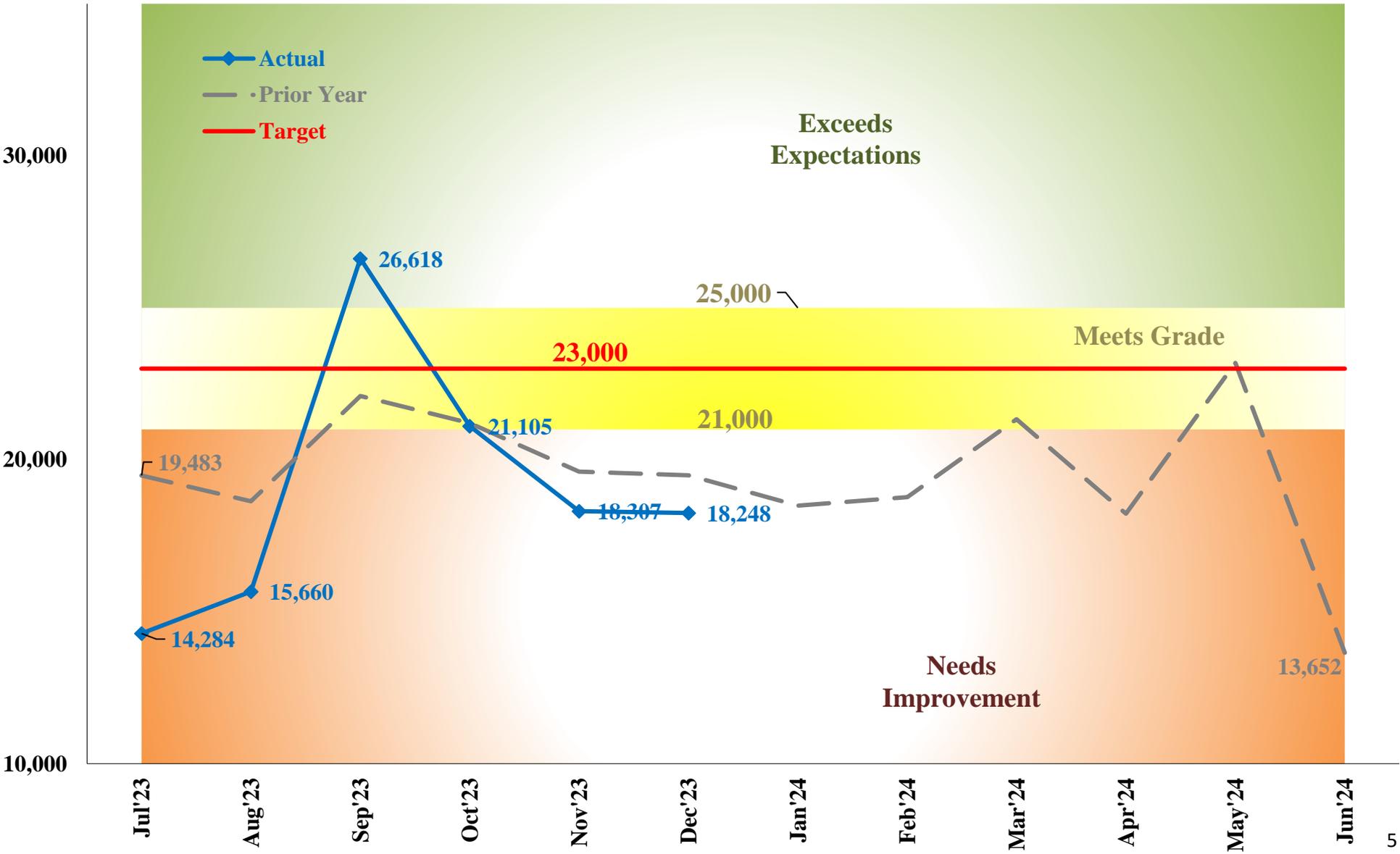
Operations KPIs (Rail)

KPI	FY24 Target	Dec FY24	Monthly Variance vs. Projected	FY24 Year-To-Date	YTD Variance vs. Projected	Variance vs. previous FY
On-Time Performance	95.00%	96.06%	1.06%	96.04%	1.04%	-0.52%
Mean Distance Between Failures	23,000	18,248	-4,752	18,369	-4,631	-1,647
Mean Distance Between Service Interruptions	475	393	-82	385	-90	-67
Customer Complaints per 100K Boardings	1.00	0.37	-0.63	0.44	-0.56	0.17

Rail On-Time Performance measured as percentage of scheduled rail trips that originated and ended on-time, i.e., departed time points of origin and/or arrived at time points of destination no later than 5 minutes after scheduled time.



Rail Mean Distance Between Failures measured as the average rail car miles between NTD reportable mechanical failures, i.e., those precluding a rail car from completing its revenue trip or starting its next scheduled revenue trip.



OFFICE OF
VERTICAL
TRANSPORTATION

Operations KPIs (Vertical Transportation)

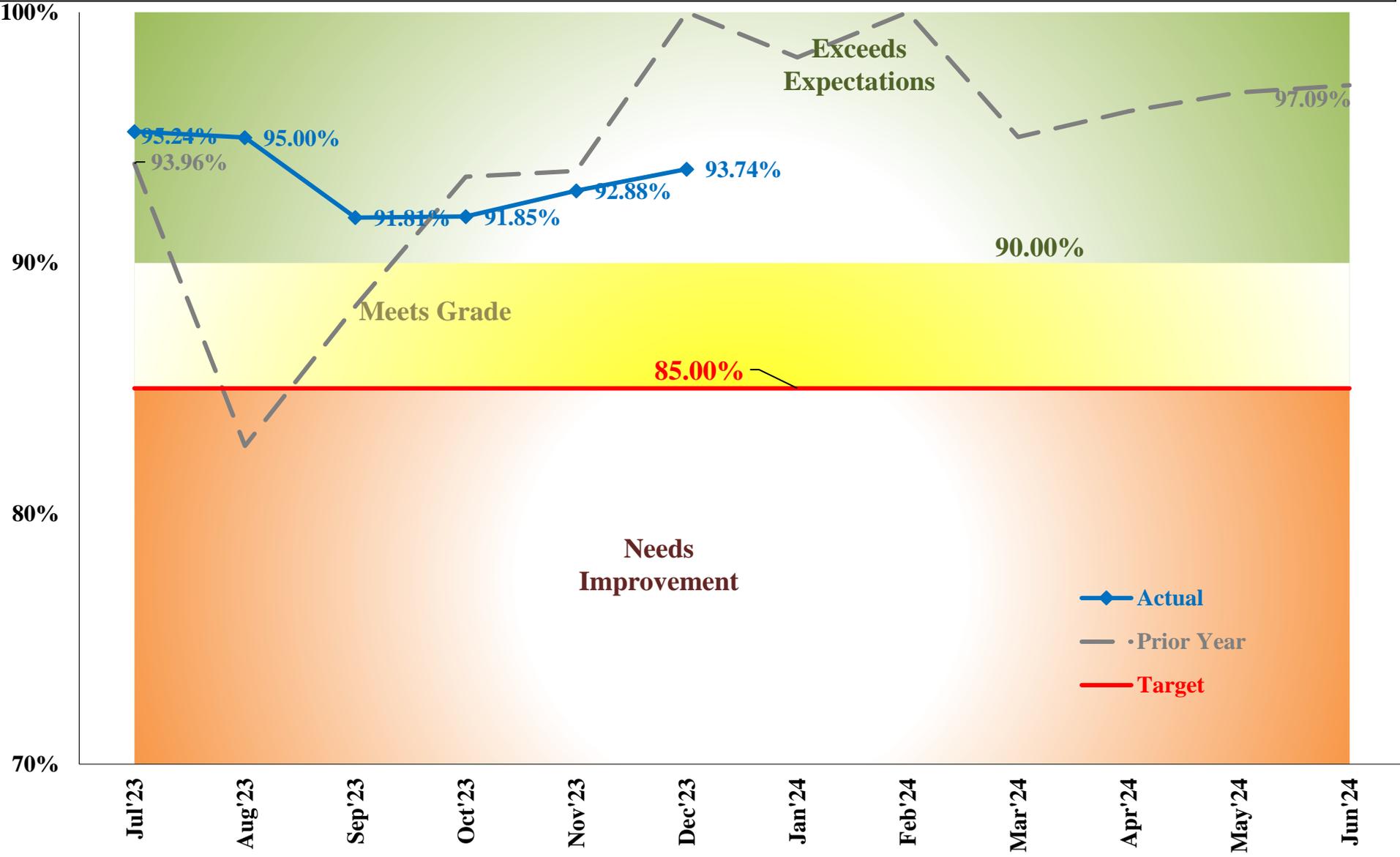
KPI	FY24 Target	Dec FY24	Monthly Variance vs. Projected	FY24 Year-To-Date	YTD Variance vs. Projected	Variance vs. previous FY
Escalator Availability	98.50%	98.52%	0.02%	98.52%	0.02%	-0.04%
Elevator Availability	98.50%	98.60%	0.10%	98.59%	0.09%	-0.09%

DECEMBER FY24
PERFORMANCE
(STREETCAR)

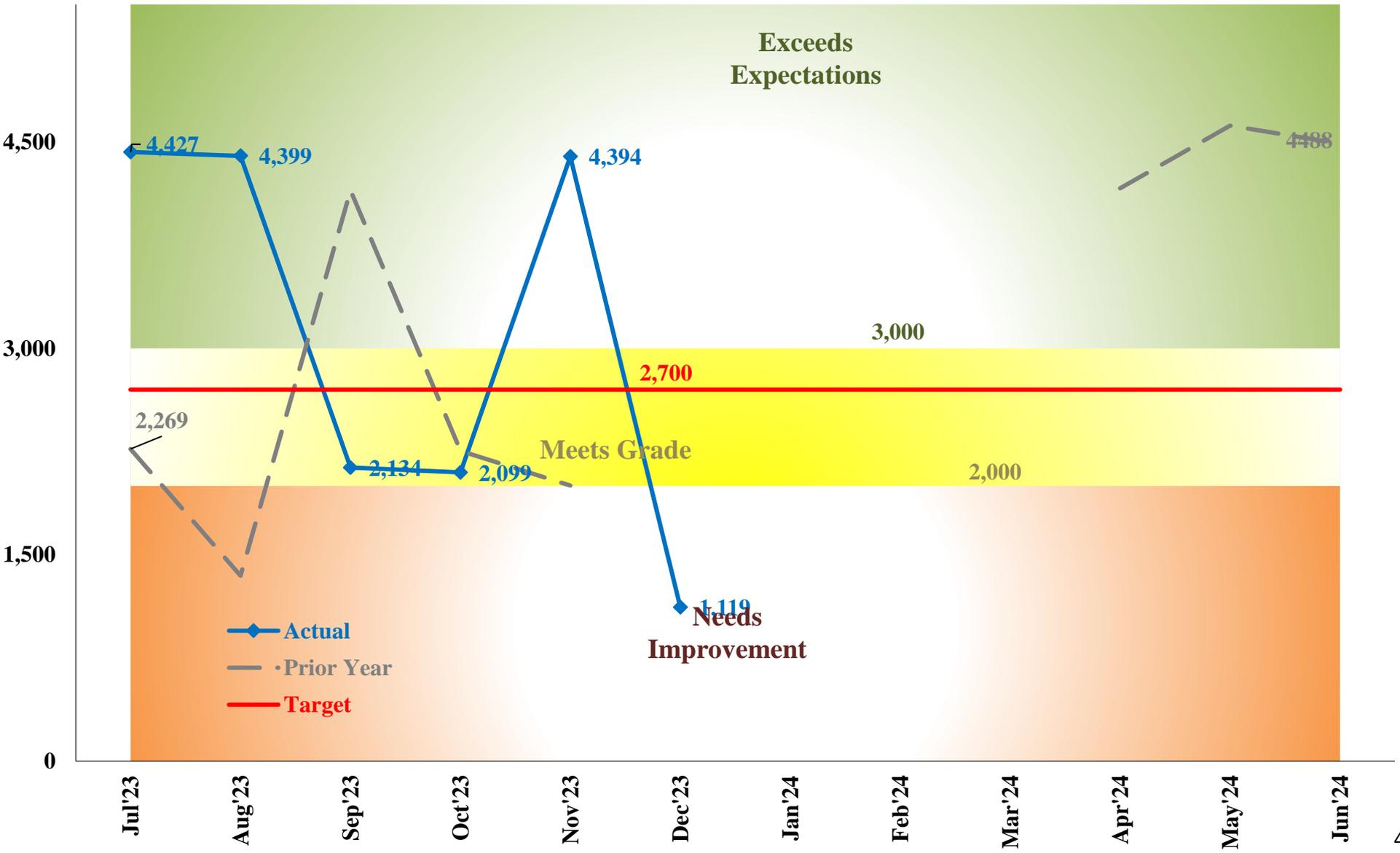
Operations KPIs (Streetcar)

KPI	FY24 Target	Dec FY24	Monthly Variance vs. Projected	FY24 Year-To-Date	YTD Variance vs. Projected	Variance vs. previous FY
On-Time Performance	85.00%	93.74%	8.74%	93.43%	8.43%	1.41%
Mean Distance Between Failures	2,700	1,119	-1,581	2,907	207	782
Customer Complaints per 1K Boardings	0.10	0.00	-0.10	0.01	-0.09	0.01

Streetcar On-Time Performance measured as percentage of scheduled trips that originated and ended on-time, i.e., departed time points of origin and/or arrived at time points of destination no later than 5 minutes and 59 seconds after scheduled time.



Streetcar Mean Distance Between Failures measured as the average actual vehicle miles (revenue + deadhead miles) between major mechanical failures reportable to NTD, except for those that occur at the end of the line.

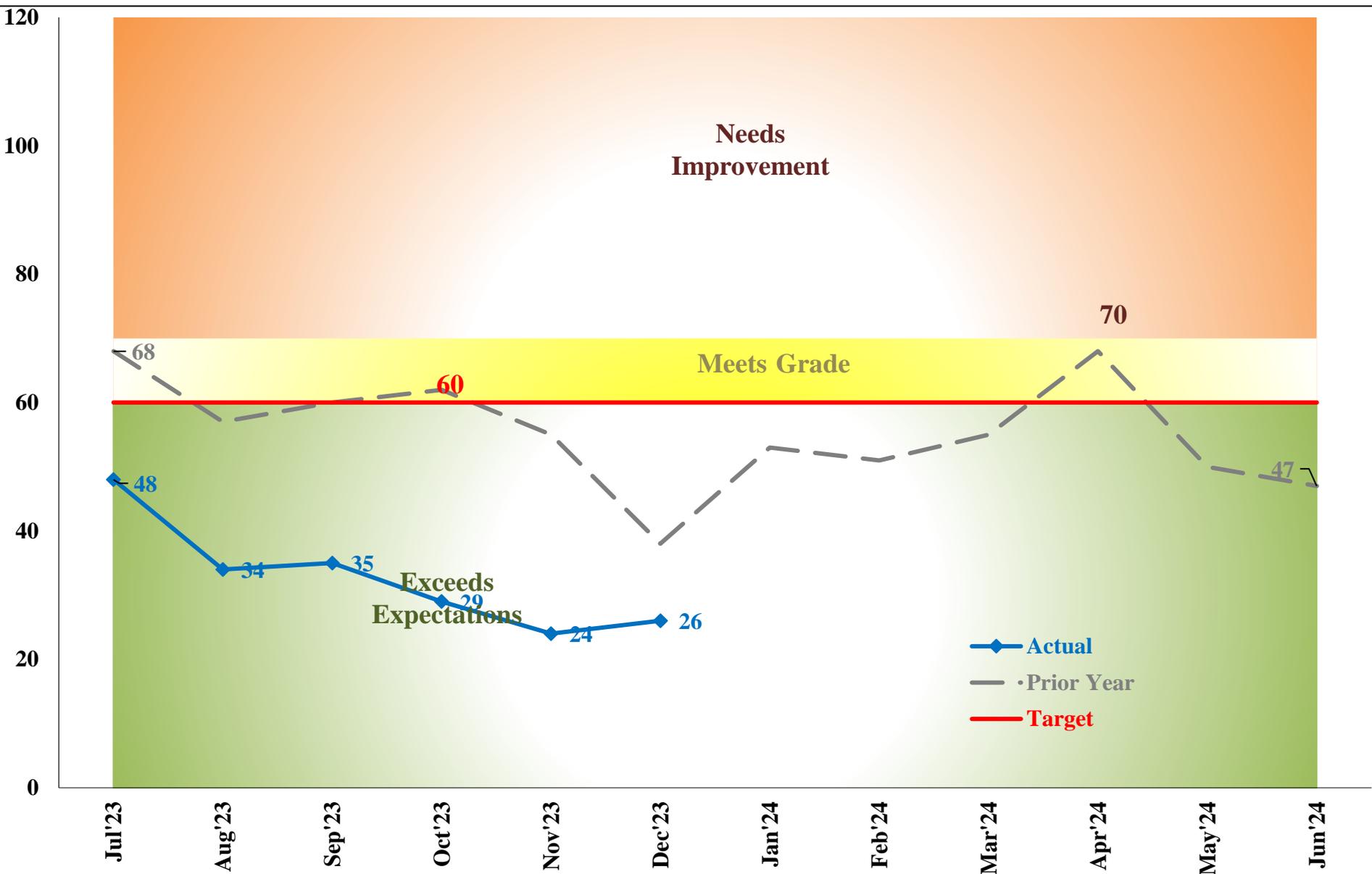


DECEMBER FY24
PERFORMANCE
(CUSTOMER SERVICE)

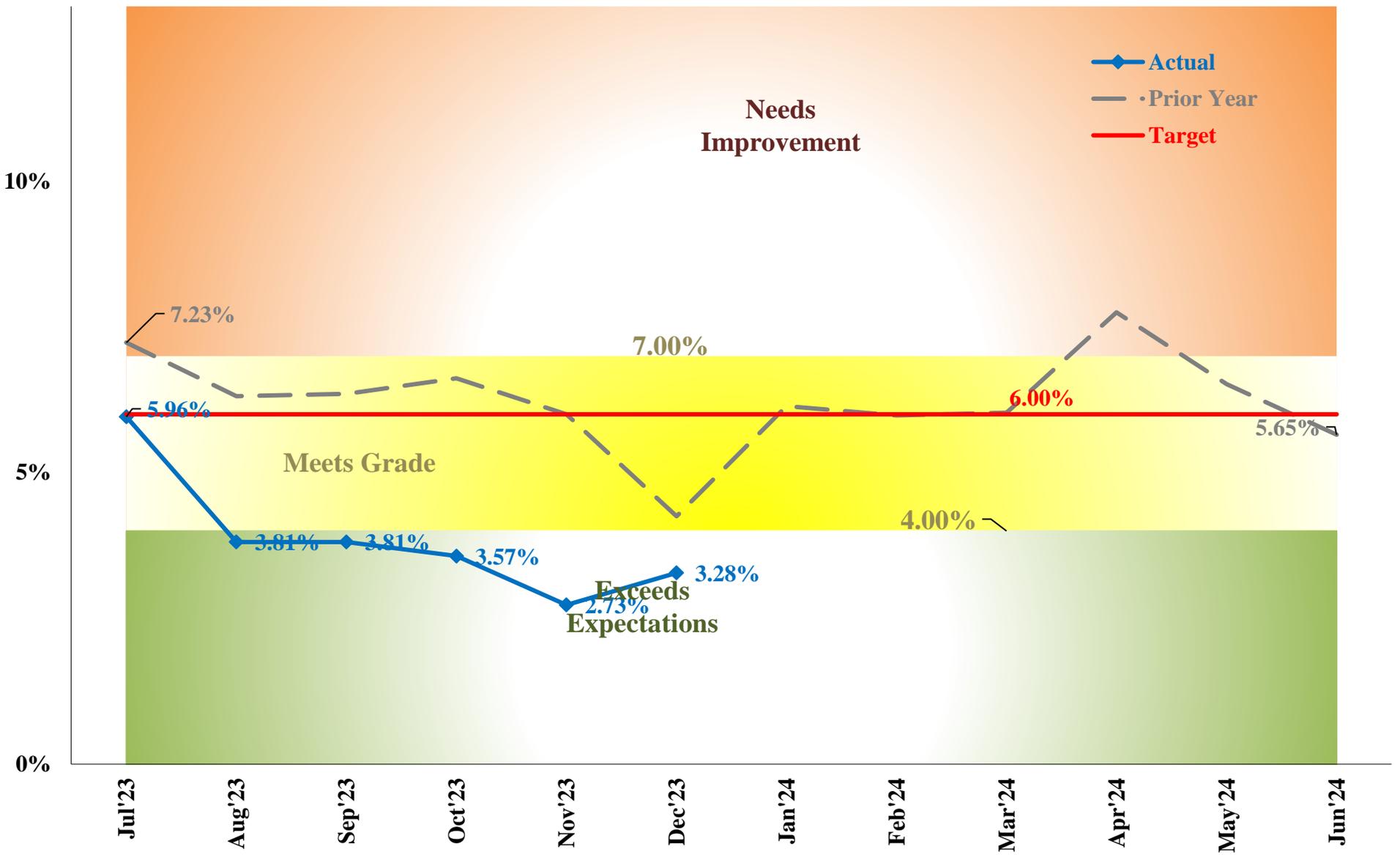
Customer Service KPIs

KPI	FY24 Target	Dec FY24	Monthly Variance vs. Projected	FY24 Year-To-Date	YTD Variance vs. Projected	Variance vs. previous FY
Average Customer Call Wait Time	1:00	0:26	-0:36	0:33	-0:27	-0:24
Customer Call Abandonment Rate	6.00%	3.28%	-2.72%	3.90%	-2.10%	-2.16%

Average Customer Call Wait (in seconds) measured as average time a customer waits in queue prior to speaking to customer service representative.



Customer Call Abandonment Rate measured as the percentage of customers terminating a call, while waiting in queue for a customer service representative to answer the call.

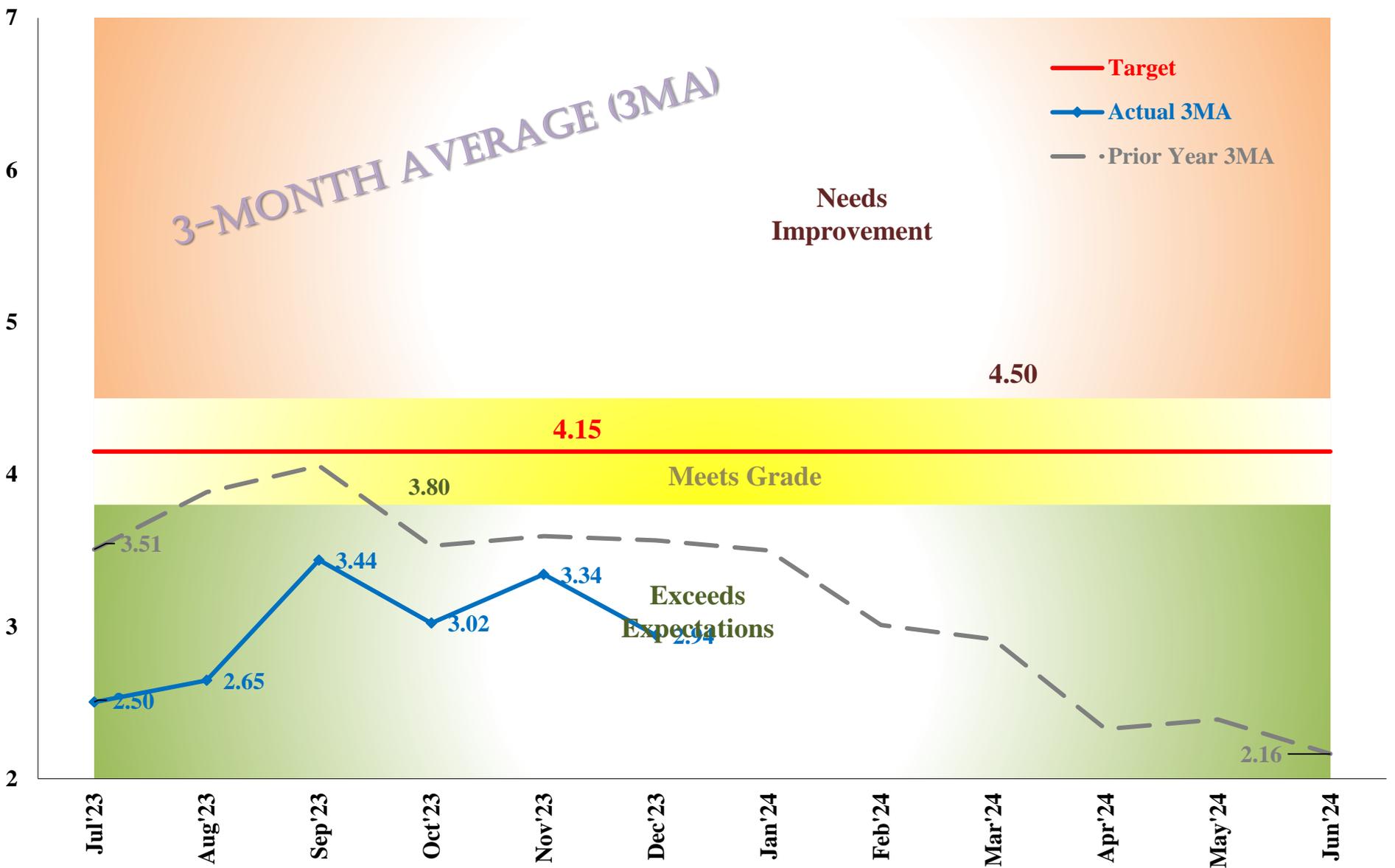


DECEMBER FY24
PERFORMANCE
(SYSTEM SAFETY SECURITY &
EMERGENCY MANAGEMENT)

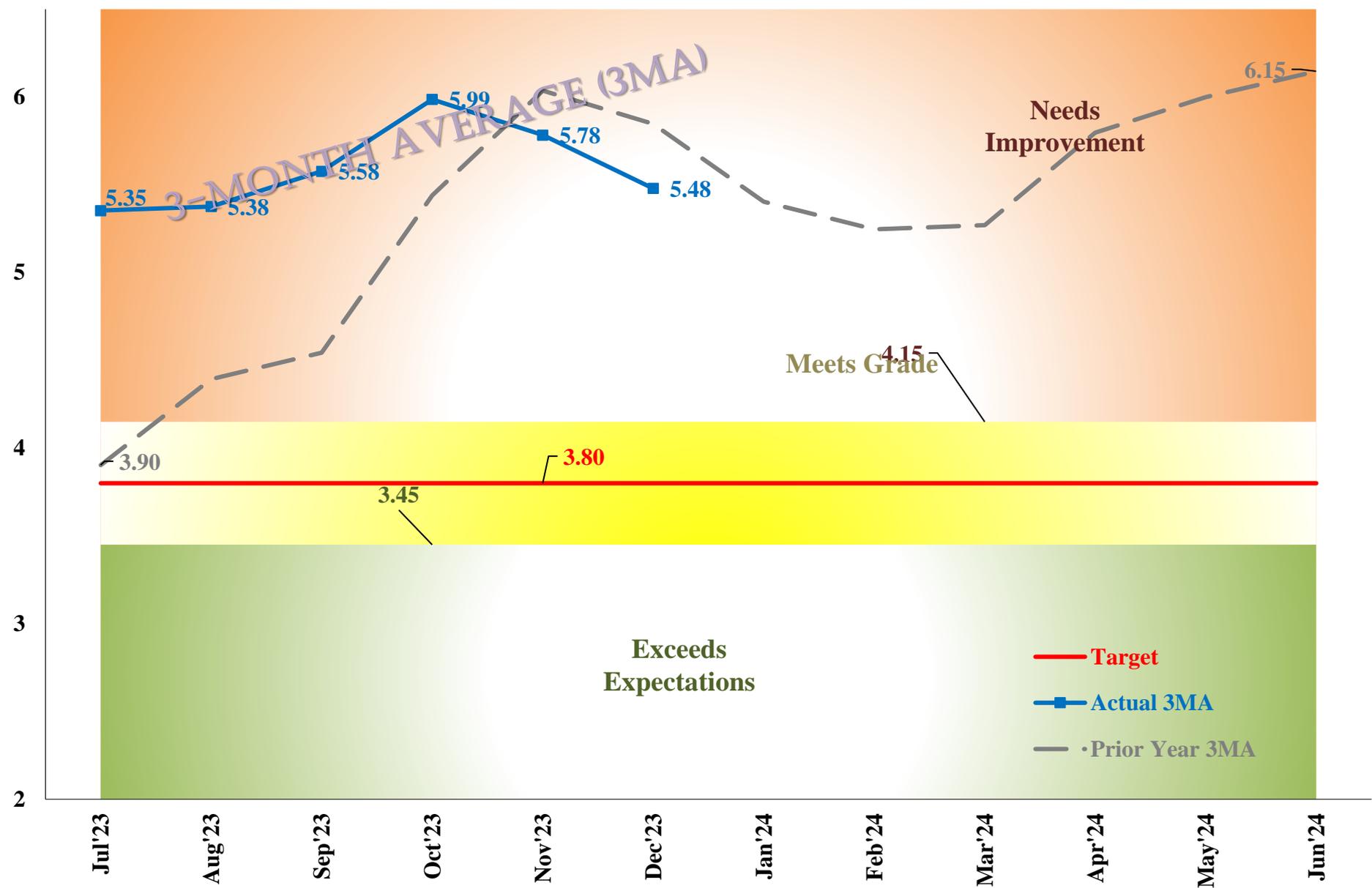
Safety & Security KPIs

KPI	FY24 Target	Dec FY24	Monthly Variance vs. Projected	FY24 Year-To-Date	YTD Variance vs. Projected	Variance vs. previous FY
Part I Crime Rate	4.15	2.71	-1.44	2.97	-1.18	-0.83
Bus Collision Rate per 100K Miles	3.80	5.18	1.38	5.52	1.72	0.35
Mobility Collision Rate per 100K Miles	2.50	2.86	0.36	3.34	0.84	-1.98
Employee Lost Time Incident Rate	3.80	3.57	-0.23	3.92	0.12	-0.11

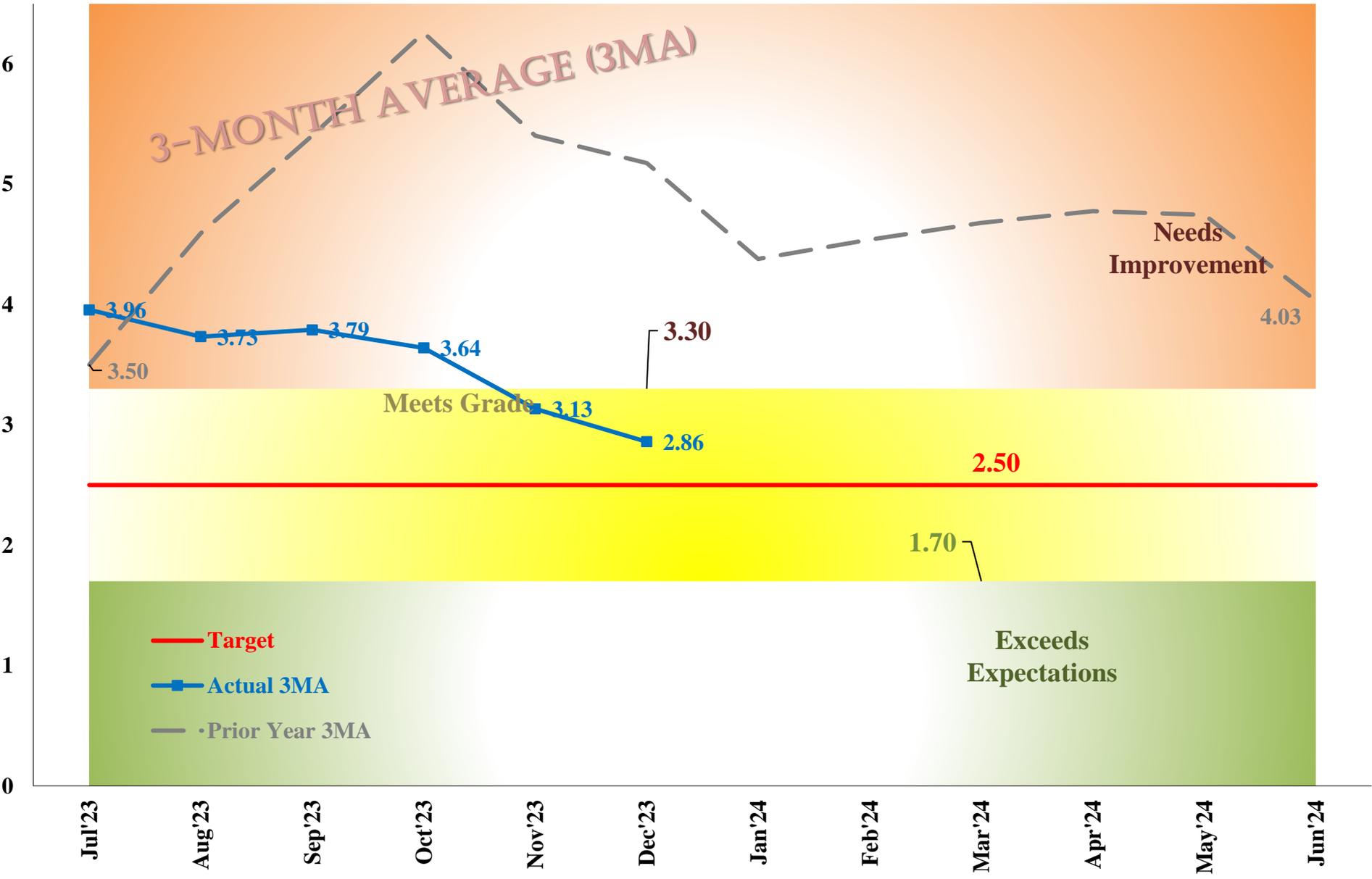
Part I Crime Rate measured as the number of Part I Crimes (homicide, forcible rape, aggravated assault, robbery, larceny/theft, motor vehicle theft, burglary, and arson) per one million unlinked passenger boardings.



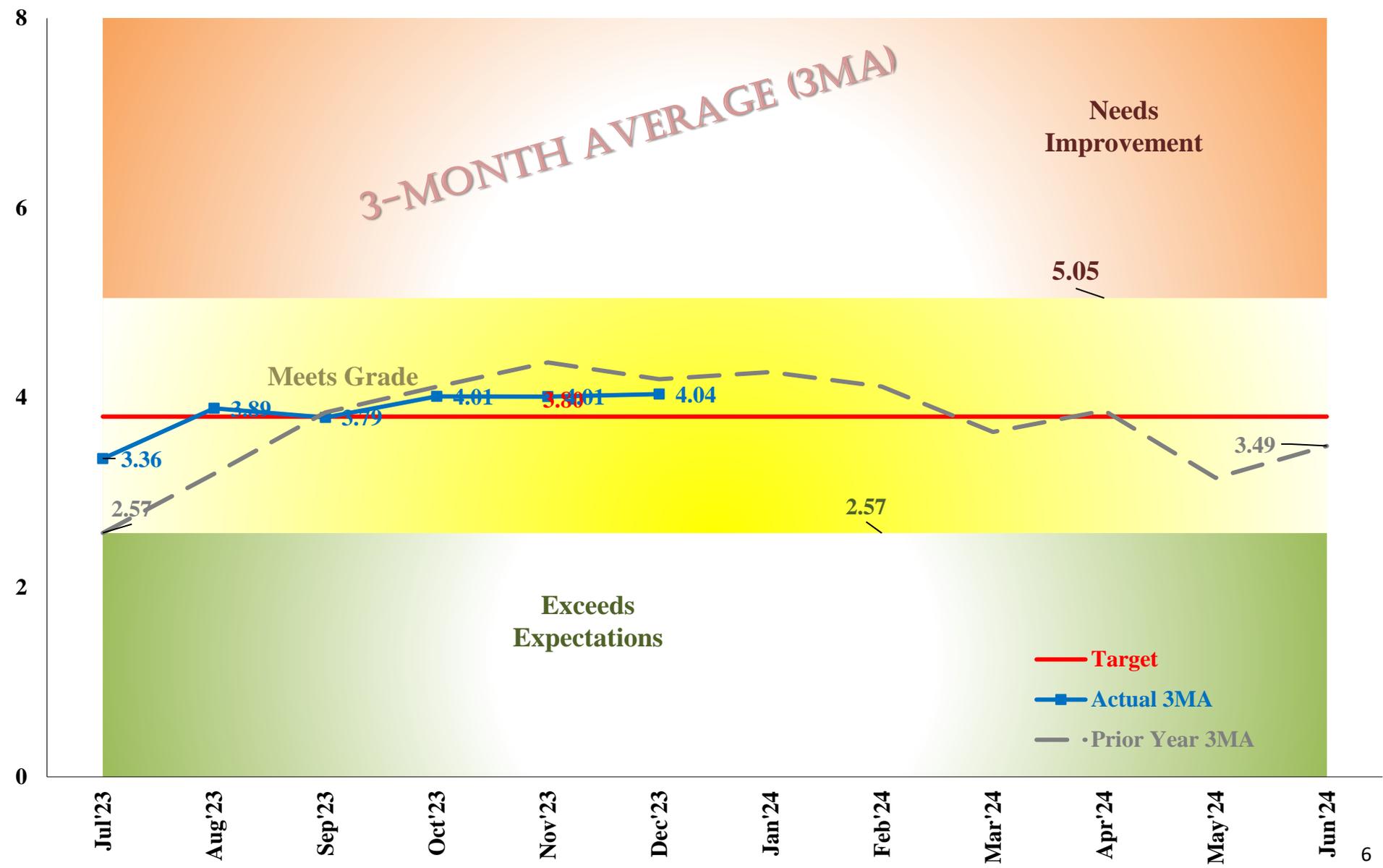
Bus Collisions per 100K Miles measured as the number of collisions involving bus service per 100,000 hub miles.



Mobility Collisions per 100K Miles measured as the number of collisions involving Mobility service per 100,000 hub miles.



Employee Lost Time Incident Rate measured as the annualized number of accidents resulting in the lost time of over 7 days per 100 employees.





Thank You

