

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

**June 20, 2011**

The Board of Directors Customer Development Committee met on June 20, 2011 at 11:20 a.m. in the Board Room on the 6<sup>th</sup> Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

**Board Members Present**

Harold Buckley, Sr.  
Wendy Butler  
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; AGMs Davis Allen, Deborah Dawson, Wanda Dunham, Garry Free (Acting), Ben Graham, Georgetta Gregory, Mary Ann Jackson, Ryland McClendon, Elizabeth O'Neill, Gary Pritchett and K.C. Worku; Directors Frank Bockman, Sharon Crenchaw, Reginald Diamond, Lyle Harris and Jennifer Jinadu-Wright; Managers Cara Hodgson, Roosevelt Stripling and Marvin Toliver; Executive Manager to the Board Rebbie Ellis-Taylor; Sr. Executive Administrator Tyra J. Wiltz; Executive Administrator Renee Willis. Others in attendance Ed Bishop, Christopher Dorsey, Harold Johnson, Anthony Pines, Srinath Remala, Warren Taylor and Kelli Wright.

Also in attendance Charles Pursley, Jr. of Pursley, Lowery and Meeks; Pam Alexander of LTK; Tatiana Leonard.

**Approval of the May 16, 2011 Customer Development Committee Meeting Minutes**

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On motion by Mr. Durrett seconded by Mrs. Butler, the minutes were unanimously approved by a vote of 6 to 0, with 6 members present.

### **Briefing – Dump the Pump**

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

On June 16, 2011, public transit agencies from coast to coast joined together in support of APTA's (American Public Transportation Association) 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.

MARTA created a Flash Mob video to further enforce that MARTA is a green company and raise awareness of the financial and environmental benefits of public transportation. The video was filmed with the help volunteers from MARTA's staff and its partners i.e., Clean Air Campaign and Atlanta Bike Coalition. The video aired for two weeks (June 1-15) on Comcast and several cable networks: CNN Headline News, Fox News, Bravo, Lifetime, TBS and TNT. The total viewing audience over the two week period on those networks was approximately 365,000. The video also ran online via MARTA's website, Comcast's website and YouTube, receiving over 10,000 views. The video generated four television news stories on local channels 11 and 46, three online news stories and one print news story. All the reports about the Flash Mob video were very positive. The Authority also received a lot of positive feedback via Social Media. Social Media users commented that the video was very innovative and exciting and it made them perceive MARTA in a different way. On the whole, the Authority was very pleased with the campaign because it provided an opportunity to compel the media to report something positive about MARTA. The Authority hopes to continue increasing the awareness around Dump the Pump and to use these types of campaigns to encourage people to ride transit.

### **Briefing – WebWatch and Web Ticketing Update**

Mrs. Jinadu-Wright briefed the Committee on the status of MARTA WebWatch – Precision Real-Time Bus Monitor and MARTA Web Ticketing – Individual Sales. Both of these new technologies will help enhance the customer experience using the MARTA system.

*What is AVL WebWatch?*

- Real-Time reporting of bus location(s)

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- **Real-Time estimate of arrival and departure times for next three buses**
- **Reports in graphical and table formats**
- **Built on top of existing AVL System Software**
  - **Software to predict actual arrival time as part of radio system close-out**
- **Next Steps**
  - **Estimated timeline over next six months**
  - **Prepare for in-house Quality Assurance Testing**
  - **Initiate in-house testing of AVL interface and Next Bus Application Software**
  - **Initiate in-house review of Next Bus accuracy relative to predicted bus stop arrival time**
  - **Roll out launch communications**

### ***What is Web Ticketing – Individual Sales?***

- **Web Ticketing allows customers to purchase up to 14 Breeze cards on [www.breezecard.com](http://www.breezecard.com)**
- **Customers can manage accounts for multiple cards (up to 14) and credit card information online**
- **Online orders can take up to three (3) hours to load onto card**
- **Non-graphics version available for visually impaired users**
- **Next Steps**
  - **Marketing launch on June 27<sup>th</sup>**

**Following testing, each product will be rolled out to customers through electronic and social media and transit advertising.**

- **Electronic/Social Media**
  - **Emails to MARTA database**
  - **Website banner ads**
  - **Social media outreach using Facebook and Twitter**
- **Transit Advertising**
  - **Ads on sides of buses (Web Ticketing only)**
  - **Information to run on BVM header (Web Ticketing only)**
  - **Signpost electronic signs in stations**

- TV screens on trains
- System-wide announcements
- Ads in Transit Times publication
- Promotion at specific bus stops (WebWatch only)
- Information to be provided in "Rookies Guide"

Mr. Daniels asked if the roll out is planned for January 1<sup>st</sup>.

Mrs. Jinadu-Wright answered within six months. MARTA staff can bring back a definitive launch date once initial testing is complete.

Dr. Scott added that MARTA needs at least 90 days of full testing.

Mr. Orkin asked if an app has been developed for iPhone, Android or Blackberry.

Mrs. Jinadu-Wright answered this initiative is still underway. Customers will be able to access WebWatch through Mobile Web if their phone and plan supports it.

Mr. Durrett said he is looking forward to the second generation of WebWatch and Web Ticketing. This is a great step forward. He added that there are probably a number of local college students that would be very open to the opportunity to work on an app and get it done quickly and inexpensively for MARTA.

Mr. Daniels said that he would like to see the project fast-tracked. People have been asking about it for some time. The faster MARTA can get it out the better.

Mrs. Jinadu-Wright said that staff will expedite it as quickly as they can while ensuring all the proper testing has been conducted.

Mr. Daniels asked will MARTA be able to decrease the amount of Breeze equipment.

Mr. Graham said staff is currently studying Breeze machine usage. Down the line, there may be some opportunities to move some equipment around and avoid future costs.

**Briefing – 2010 Transportation Investment Act (TIA) and Referendum Campaign Update**

Mr. Harris briefed the Committee on the 2010 Transportation Investment Act (TIA) and Referendum Campaign Update.

The next meeting of the Atlanta Regional Roundtable's Executive Committee is scheduled for Thursday, June 23<sup>rd</sup> at 9:00 a.m. at the Atlanta Regional Commission (ARC). The Committee met previously on June 9<sup>th</sup> at which it heard presentations on the TIA Unconstrained List that was received from GDOT's Planning Director, Todd Long. The Unconstrained List includes 446 projects, totaling \$22.9B and 61% of the total dollar amount is identified for transit projects. GRTA staff also presented the results of their deliverability analysis of all of the transit projects on the Unconstrained List. Future meetings will feature a discussion of the performance and cost analysis of these projects. At the June 23<sup>rd</sup> meeting, ARC staff plans to present information regarding individual project impacts for all the new transit lines, as well as, major interchange improvements and a few key roadway projects.

The Regional Roundtable has organized a series of telephone Townhall Meetings to gather public input on the Unconstrained List. Approximately one million residents of Metro Atlanta will be called and invited to remain on the phone for a one hour discussion on the TIA with their elected Roundtable members. Last week, Townhall Meetings were held for Henry, Douglass, Cherokee, Cobb and DeKalb Counties. More than 65,000 residents across those five counties participated in the discussions; 26,000 in DeKalb County alone. This week, calls will be held for residents of Gwinnett, Fulton, Clayton, Rockdale and Fayette Counties. A consortium of Northern Crescent Chambers of Commerce, including Cobb, North Fulton and Gwinnett, as well as, associated CID's held a Transit Summit at the Cobb Galleria on June 8<sup>th</sup>. Featured speakers included Mayor, Pat McCrory (Charlotte, NC) and METRO light rail CEO, Stephen Banta (Phoenix, AZ). The speakers recalled their efforts at building public support for new transit lines in their cities, as well as, the importance of relating these efforts to increase economic development and new jobs.

Additionally, the CID Alliance invited Georgia Governor Nathan Deal to make remarks at a luncheon scheduled on June 16<sup>th</sup>, at which Gov. Deal expressed his support for transit expansion and using TIA funds for a mix of transit modes. Gov. Deal's remarks were extremely pro-transit and were well received by the

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attendees. He stated that he would be publicly supportive of the TIA referendum and that he also believes that transit governance should be addressed prior to the referendum in order for it to be successful.

MARTOC Chair, Rep. Mike Jacobs and Sub-Committee Chair, Rep. Lynne Riley, have scheduled a MARTOC Governance Sub-Committee hearing on Thursday, June 23<sup>rd</sup> at 2:00 p.m. at the Coverdell Legislative Office Building. They plan to discuss Variable Based Fare models. Dr. Scott has arranged for representatives from WMATA to make remarks related to this issue.

A meeting of the full Regional Roundtable is scheduled for Thursday, July 7<sup>th</sup> from 9:00-11:30 a.m. at Atlanta Regional Commission.

On Tuesday, July 12<sup>th</sup> a tour of the MARTA system will be conducted for MARTOC committee members. The tour itinerary will be made available to committee members once it is finalized.

### **Briefing – Customer Service Key Performance Indicators (KPIs)**

Mr. Stripling briefed the Committee on Customer Service Key Performance Indicators (KPIs) for the month of April 2011.

- The Average Customer Call Wait Time was 30 seconds below the FY11 target of 70 seconds. There was an increase of 1 second when compared with the previous month and a decrease of 15 seconds when compared to April 2010.
- The Customer Call Abandonment Rate was 4.34% below the FY11 target of 10%. There was an increase of .38% when compared with the previous month and a decrease of 2.3% when compared with April 2010.
- The Customer Call Center's total call volume was 198,163.
  - 84,169 calls were directed to Customer Information Center operators
  - 69,179 calls were directed to the Automated Next Bus/Next Rail Schedule IVR system
  - 35,380 calls to the Breeze Card Check Balance IVR
  - 9,435 calls went to a live Customer Service Representative

**Other Matters**

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Mrs. McClendon announced that a TIA Transit Strategy Development session for the Fulton County Commission and Elected Officials is scheduled for 2:00 p.m. at the Fulton County Government Center – Assembly Hall.

**Adjournment**

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The meeting of the Customer Development Committee adjourned at 11:46 a.m.

Respectfully submitted,



Kellee N. Mobley

Kellee N. Mobley  
Sr. Executive Administrator to the Board