



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MARCH 18, 2021

ATLANTA, GEORGIA

via WebEx

MEETING MINUTES

Committee Chair Robert Ashe called the meeting to order at 10:00 a.m.

Board Members Present	Staff Members Present
Roberta Abdul-Salaam	Jeffrey Parker
Robert Ashe III, Chair	Collie Greenwood
Stacy Blakley	Elizabeth O'Neill
William Floyd	Luz Borrero
Roderick Frierson	Melissa Mullinax
Freda Hardage	Raj Srinath
Rita Scott	
Christopher Tomlinson ¹	

Also in attendance: Board General Counsel Justice Leah Ward Sears of Smith, Gambrell & Russell, LLP, Cain Williamson, Atlanta-Region Transit Link and other staff members: Heather Alhadeff, Marsha Anderson Bomar, Stephany Fisher, Colleen Kiernan, Michael Kreher, LaShanda Dawkins, Larry Prescott, Patricia Lucek, Dean Mallis, Kirk Talbott, Emil Tzanov, Richard Wallace, Kenya Hammond and Tyrene Huff.

Approval of the February 18, 2021 External Relations Committee Meeting Minutes

Committee Chair Ashe called for a motion to approve the February 18, 2021 meeting minutes. A motion to approve was made by Board Member Hardage, seconded by Board Member Abdul-Salaam. The minutes were approved unanimously by a vote of 7 to 0 with 8¹ members present.

Briefing – I-285 Top End Update *[Presentation attached]*

Assistant General Manager of Infrastructure Larry Prescott presented an update of the project to integrate transit into the I-285 Top End to include projected schedules and funding plans.

Committee Chair Ashe opened the floor for questions and/or comments.

¹Christopher Tomlinson is the Executive Director of the Georgia Regional Transportation Authority (GRTA). Per the MARTA Act, he is a non-voting member of the Board of Directors.

Board Member Floyd commented that one of the most important things for the Board to do is create a vehicle to further this discussion. MARTA has run the gambit on sales taxes. We have to take a closer look at the things Ms. Kiernan mentioned here today and even some things that may make changes in the law. Another very important thing is how this ties into economic development. I am very encouraged to see this conversation beginning and the next 9 months are critical. Ms. Kiernan thanked Board Member Floyd and added that she failed to mention that she did some back of the envelope calculations about a tax allocation district and found that for every 1 million dollars of property taxes generated, we could for 20 years bond \$16m and 25 years bond \$19m. If you look at the amounts needed to generate, they are not overwhelming.

Board Member Floyd added that we have to get a good enough answer as possible of how much these funding sources will provide. MARTA will have to begin this discussion.

General Manager Parker added that this conversation is around a single project, but the robust conversation is applicable to multiple opportunities and this conversation applies across MARTA's jurisdictions.

Board Member Frierson asked how does ground lease funding work in the picture of funding a project like this. Ms. Kiernan stated that this is under Mr. Jacob Vallo, Sr. Director of Transit Oriented Development and Real Estate, expertise. It could be either MARTA, the city or the county owning the property. On that 99 years lease we can estimate the amount of revenue that we could generate over the 99 years and bond against it. So, we figured out that on one of the GA400 stops, we could generate about \$8M on a ground lease revenue bond on a site identified as a park and ride area.

Board Member Frierson also asked how the economic development piece impacts this funding project. Ms. Kiernan replied that transit is an asset. As companies choose to locate to the metro Atlanta area, they are considering accessibility to transit for their workforce. Proximity to transit is an economic value and as we connect the value we bring and give them the mechanisms to pay for this asset, we will all benefit.

Board Member Floyd added that in DeKalb, they are trying to understand the impact of property tax abatements. We need to figure out how MARTA may impact the increase in property values due to its expansion of service. Also, are we avoiding the conversation around managed lines contributing to transit? Colleen Kiernan replied, no, that is an intriguing idea. Board Member Tomlinson added that it's one of the ideas that are on the table. The addition levels are not resulting in a lot of money, maybe a couple of thousands of dollars. We need to continue to look at all options.

Committee Chair Ashe added that Ms. Kiernan's reference to special services districts reminds him that one of MARTA's opportunities is because of our constitution amendment and the fact that it's a living, walking, breathing exemption to the States uniformity clause. While we may have either current or prospective future partners that do not want to propose a county-wide sales tax, MARTA can permit a smaller than

county-wide tax. We should remember that smaller areas within counties may have a different view on the tax. Also, the value of transit captures a significant part of what we do going forward. Board Member Floyd suggested creating a committee to expand this conversation. Committee Chair Ashe will discuss with the Board Chair how to proceed.

Briefing – Media Impressions Update *[Presentation attached]*

Manager of Communications Stephany Fisher provided the committee with an update of MARTA's media impression from November 2020 to February 2021.

Committee Chair Ashe opened the floor for questions and/or comments; there were none.

Other Matters

None

Adjournment

The Committee meeting adjourned at 10:35 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Tyrene L. Huff". The signature is written in a cursive style.

Tyrene L. Huff
Assistant Secretary to the Board

YouTube Link: <https://youtu.be/TFKyySy0L2M>

I-285 BRT FEASIBILITY

Coordinating Studies Status



Integrating transit into the I-285 EL Program
Projected Schedules
Strawman Funding Plan

Integrating Transit:

Top End BRT Study:

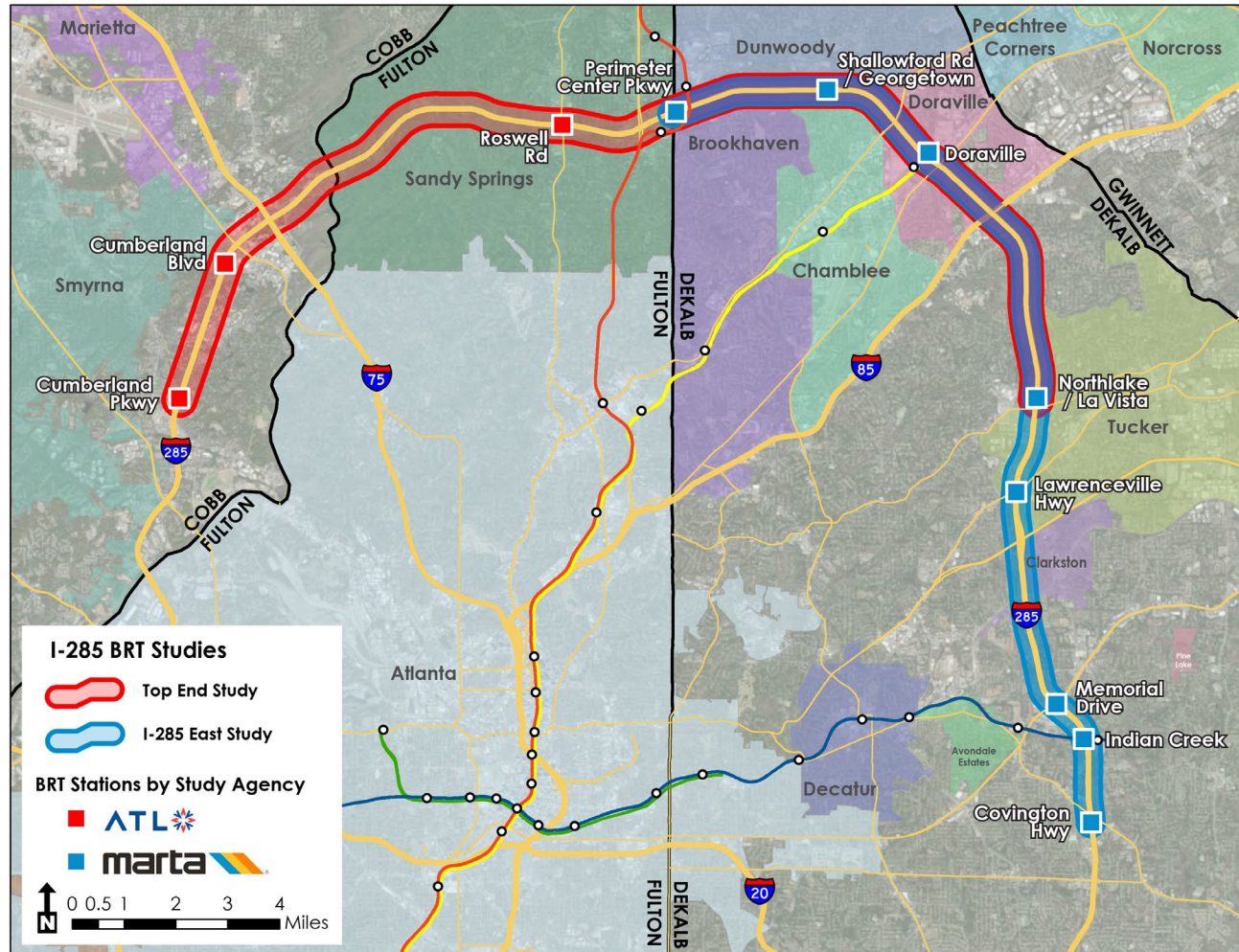
- Cumberland Pkwy to Northlake / La Vista Rd

I-285 East Study:

- Perimeter Center to Covington Hwy

Overlapping Stations:

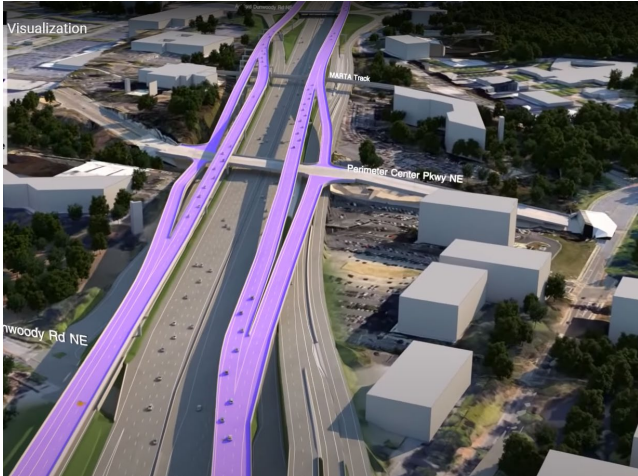
- Perimeter
- Shallowford Rd/ Georgetown
- Doraville
- Northlake/ La Vista



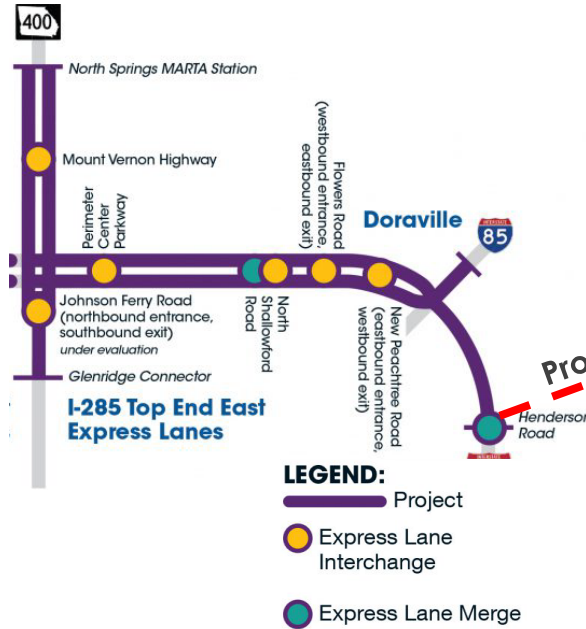


Major Mobility Investment Program Applicable Express Lane Projects

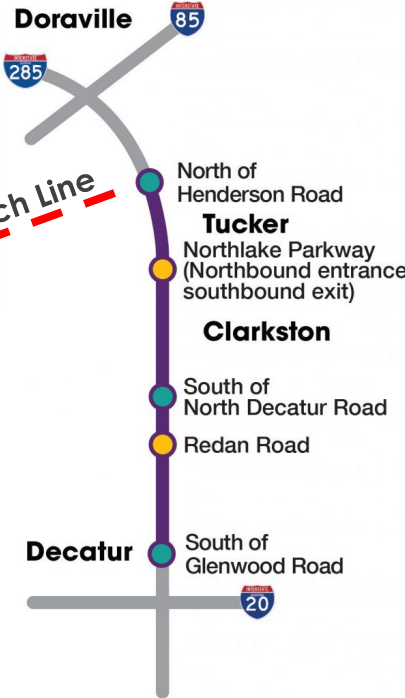
- I-285 Top End
- I-285 Eastside



GEORGIA Express Lanes I-285 Top End (Only Eastern Portion Shown)



GEORGIA Express Lanes I-285 Eastside



Scope Coordination



Cumberland Parkway Cumberland Boulevard Roswell Road

- Agency Coordination
- Existing Conditions and Previous Study Review
- Environmental Data and Screening
- Conceptual station design
- Conceptual Capital and O&M Costs

For the combined project study areas:

- Conceptual Regional BRT Service Plan
- Branding and Communications
- Regional Implementation Plan



Perimeter Center N Shallowford Rd/Georgetown Shopping Ctr Doraville Station Northlake Pkwy NE / LaVista Road Lawrenceville Hwy Memorial Dr Covington Hwy

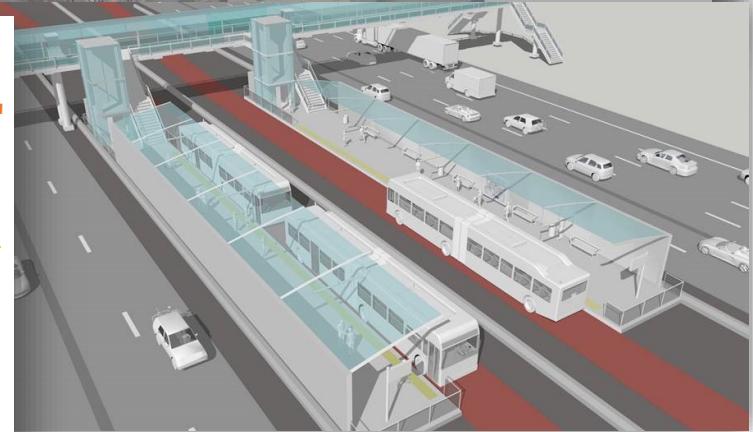
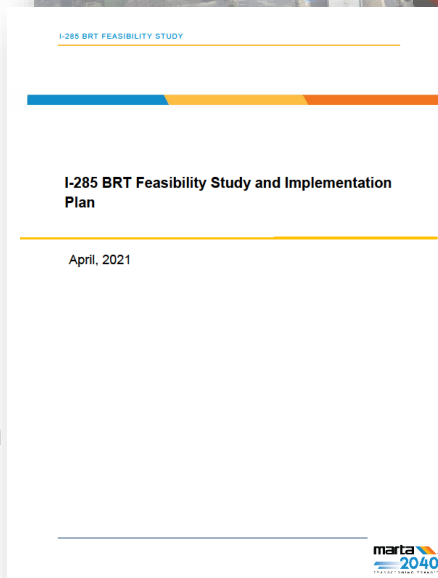
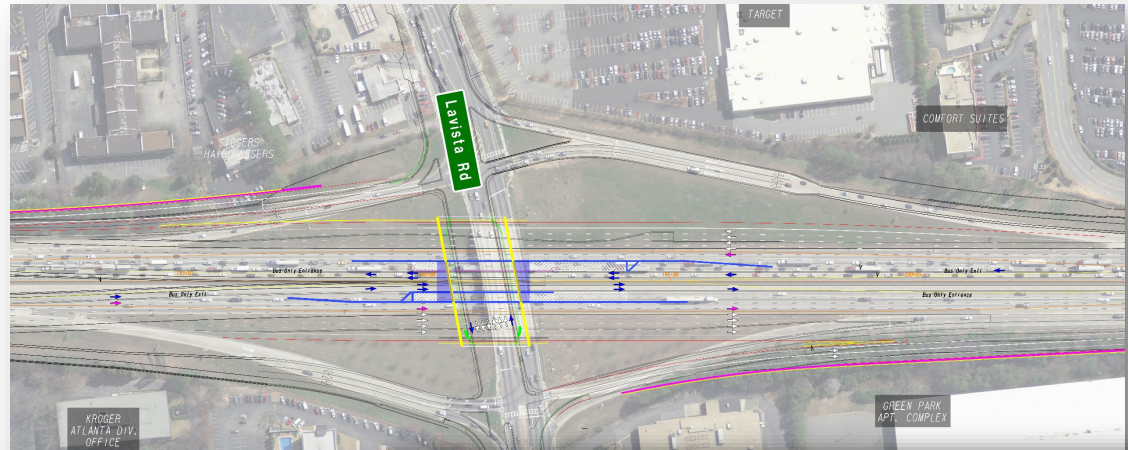
- Agency Coordination
- Existing Conditions and Previous Study Review
- Environmental Data and Screening
- Conceptual Station Design
- Conceptual Capital and O&M Costs

For the combined project study areas:

- STOPS Model Application

Project Outcomes & Deliverables

- 2D Conceptual Drawings of All Stations
- 3D Visualizations of 3 Station Types
 - In-line
 - S-Curve
 - Ramp
- Agency Coordination
 - Local Governments
 - CIDs
 - TEC
 - GDOT
 - ATL
- Cost and Ridership Estimates
- Station Alternatives Technical Memorandum
- Feasibility/Implementation Studies



Project Draft Schedule – Concept Study

March

Plan Updates from MARTA and ATL Link to the Top End Executive Committee.

- Kimley Horn (ATL Consultant) preliminary Project Management & Stakeholder Engagement Plan in collaboration with WSP (MARTA Consultant).
- This meeting will also include a GDOT update on the I-285 Express Lanes project.

May/June

ATL Link and MARTA preliminary plan updated delivered to the Top End Executive Committee.

- Potential joint meeting of all governing bodies? –OR–
- Schedule shorter presentations for each individual municipality and CID?

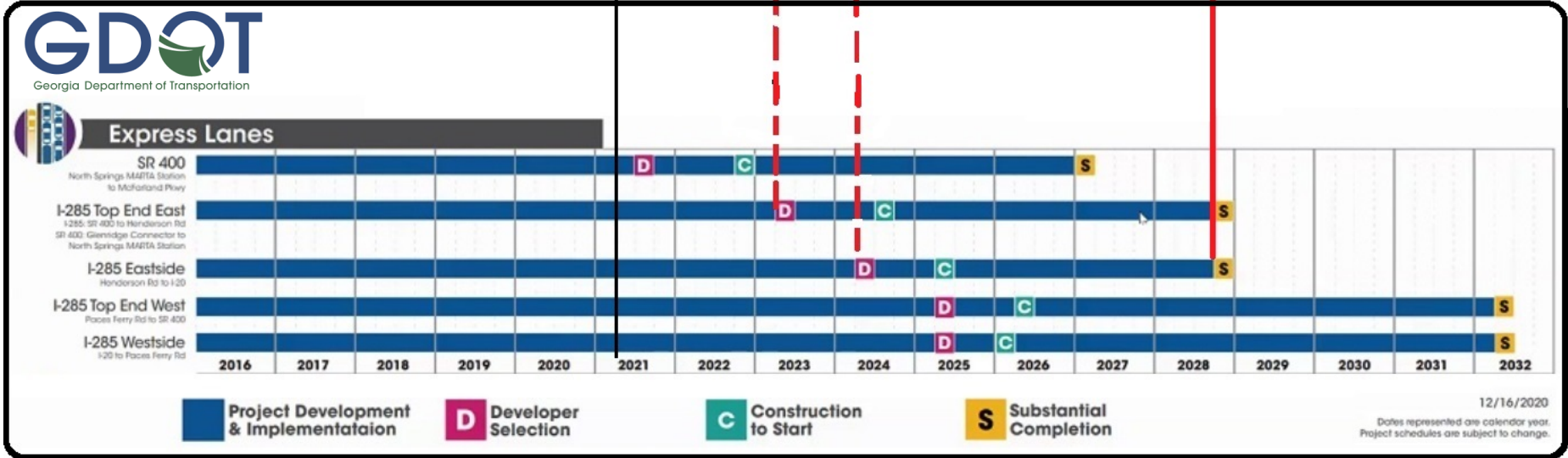
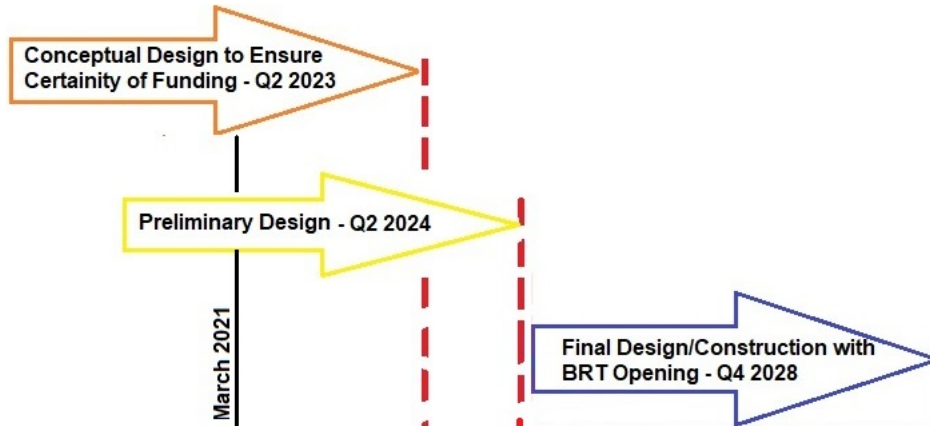
July

Final ATL Link and MARTA Plans presented to the Top End Executive Committee.

July/ August

ATL Link leads effort to combine final plans into **seamless presentation for City Councils, Board of Commissioners and Governing Boards (ATL, MARTA, GDOT, ARC)** to be presented at individual meetings.

Project Draft Schedule - Milestones



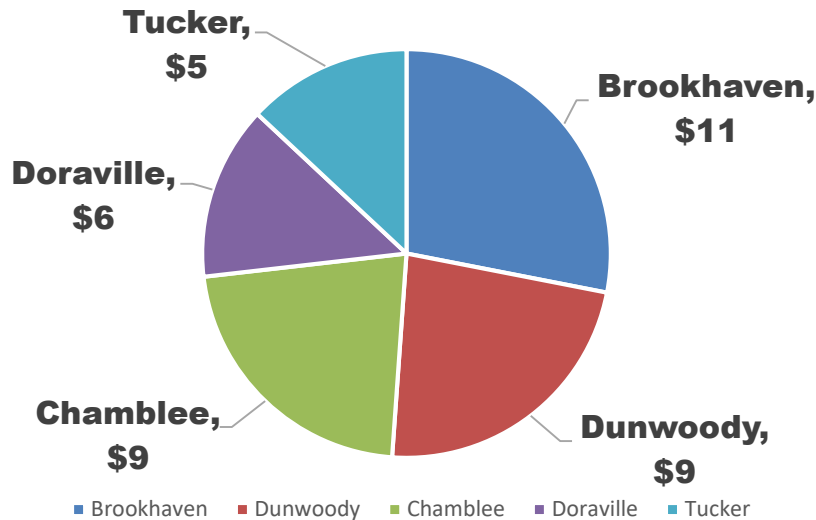
*Dates are based on latest publicly available information and are subject to change.

Illustrative Funding Plan

Transit Rough Order of Magnitude Costs (Millions)

Project	ATL 2020 ARTP - Project Cost	Federal CIG - Small Starts *	State of Georgia (Request)	DeKalb Co.	Fulton Co.	Cobb Co.	Sandy Springs	Cities
I-285 Top End East	\$280	\$140	\$50	\$50				\$40
I-285 Eastside	\$223	\$112	\$40	\$72				
I-285 Top End West	\$275	\$138	\$50		\$30	\$30	\$28	
Totals=	\$778	\$389	\$140	\$122	\$30	\$30	\$28	\$40

City Distribution



Funding Options:

- Ground Lease Revenue Bonds
- % Penny Tax
- Tax Allocation District
- Special Services District
- INFRA Grant

** Federal Funding assumed to be 50% and Small Starts Project Federal share is currently capped at \$100M*

DISCUSSION & QUESTIONS



Contact Information:

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MARTA

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MARTA pulls together in crisis

November 1, 2020

Posted in **Features**

Posted by **Richard Tackett**



**MEDIA
IMPRESSIONS**

NOVEMBER 2020 – FEBRUARY 2021



NOVEMBER PRESS RELEASES

GM/CEO CONTRACT
EXTENSION

VIRTUAL MEETINGS FOR
TRANSIT ENHANCEMENTS ON
CLEVELAND AVE &
METROPOLITAN PKWY

BUSRide GM interview on COVID impact

Saporta Report MARTAConnect2Vote

AJC Essential Service Plan lawsuit dismissed

472 NEWS STORIES

\$5M AVE

95% POSITIVE OR NEUTRAL IN TONE



DECEMBER PRESS RELEASES

GENERAL COUNSEL & NEW BOARD
LEADERSHIP NAMED

MARTACONNECT TO SUBSIDIZE RIDES TO
POLLS FOR RUNOFF



169 NEWS STORIES

\$3M AVE

85% POSITIVE OR NEUTRAL IN TONE

11Alive Lil Baby coat giveaway
in West End

WSB COVID impacts in Atlanta

Marietta Daily Journal MPD
assists with arrest of assault
suspect



JANUARY PRESS RELEASES

AFFORDABLE HOUSING PARTNERSHIP
INDIAN CREEK MURAL

NEW DEPUTY GENERAL MANAGER OF
OPERATIONS

TR-IV PROJECT TO BEGIN IN
FEBRUARY

NEW CFO & AGM LABOR &
EMPLOYEE RELATIONS

Georgia Trend GM one of 100 Most Influential Georgians of 2021

The Atlanta Voice Affordable housing partnership

Mass Transit Track Replacement Project

414 NEWS STORIES

\$6M AVE

97% POSITIVE OR NEUTRAL INTONE



JEFFREY P.
CEO & GENERAL
MARTA
Atlanta

With more than 3
private and public
is leading MARTA
transit enhancement

four decades. The \$2.7-billion More MA
connectivity, accessibility and mobility, w
development across its service area. –

convenience, but where he stands at times of

tin Luther King Jr.



FEBRUARY PRESS RELEASES

TRACK REPLACEMENT PROJECT
FEDERAL MASK REQUIREMENT
ON PUBLIC TRANSPORTATION
COVID VACCINATION SITE AT
DORAVILLE STATION



Watch Live Weather COVID-19 Vaccine News Video



HAPPENING NOW

MARTA Track Detour

▶ BUCKHEAD - LINDBERGH CENTER

ENDING SOON. GET \$100 OFF YOUR FIRST BILL

669 NEWS STORIES

\$11M AVE

98% POSITIVE OR NEUTRAL IN TONE

TR-IV NEWS COVERAGE

WSB

FOX5

11Alive

CBS46

ATL26

V103

WABE

Mass Transit

AJC

Saporta Report

Progressive Railroading

MARTA Displays Artwork Celebrating Moments In Black Culture'

February 24, 2021 at 9:48 am

Filed Under: Artsy, Artwork, Black History Month, CW69 News at 10, Dominic Chambers, M



QUESTIONS