

MINUTES
MEETING OF THE BOARD OF DIRECTORS
BUSINESS MANAGEMENT COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

September 25, 2014

The Board of Directors Business Management Committee met on September 25, 2014 at 10:56 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Harold Buckley, Sr.
Frederick L. Daniels, Jr., *Chair*
Jim Durrett
Freda B. Hardage

MARTA officials in attendance were: Chief Operating Officer Richard A. Krisak; Chief of Staff Rukiya S. Eaddy; Chief Administrative Officer Edward L. Johnson; Chief Financial Officer Gordon L. Hutchinson; Chief Counsel Paula Nash (Acting); AGMs Wanda Dunham, Robin Henry, Ming Hsi and Reginald Mason; Senior Directors Joseph Erves, Bernard Guida, Kevin Hurley and Amanda Rhein; Director Johnathan Hunt, Donna Jennings and Torrey Kirby; Manager Tony Griffin; Executive Manager to the Board Rebbie Ellisor-Taylor; Manager, Executive Office Administration Tyrene L. Huff; Finance Administrative Analyst Tracy Kincaid. Others in attendance Davis Allen, Negesha Boyd, Jamel DaCosta, Nicholas Gowens, Cass Harriman, Don Lawrence, Demarcus Peters and Tuan Vo.

Also in attendance Pam Alexander of LTK Engineering; Lee Olson and Bill Tengelson of Parsons Brinckerhoff.

Consent Agenda

- a. Approval of the August 28, 2014 Business Management Committee Meeting Minutes
- b. Resolution Authorizing Award of Contract for Disposal of Land Parcels D1158-Stone Mountain, DeKalb, Georgia and D3175 - 15th Street, Atlanta, Fulton County, Georgia CPB33587

On motion by Mr. Durrett seconded by Mr. Buckley, the Consent Agenda was unanimously approved by a vote of 3 to 0, with 3 members present.

Individual Agenda

Resolution Authorizing Permission to Solicit Up to \$400 Million in Floating Rate Notes

Mr. Hurley presented this resolution for Board of Directors' approval authorizing the creation of a new \$400,000,000 floating rate note financing program through the issuance of Metropolitan Atlanta Rapid Transit Authority (MARTA) Sales Tax Revenue Floating Rate Notes.

On motion by Mr. Durrett seconded by Mr. Buckley, the resolution was unanimously approved by a vote of 3 to 0, with 3 members present.

Resolution Authorizing the Award of a Contract for Procurement of Merchant Credit and Debit Card Processing Contract, RFP P29171

Mr. Hurley presented this resolution for Board of Directors' approval authorizing the General Manager/CEO or his delegate to execute a contract with Bank of America Merchant Services, LLC for procurement of the Merchant Credit and Debit Card Processing Services in the amount of \$1,174,338.50.

Mr. Durrett said staff has heard from the Board regarding meaningful DBE participation. He stated that he was prepared to vote yes knowing the Authority is moving toward stronger DBE participation.

Mr. Hurley said all five firms that submitted proposals failed to meet the DBE goal.

Mr. Daniels said MARTA needs to look at how the contracts are written. Large firms need to be aware of how important DBE participation is to the MARTA Board.

Mr. Hutchinson said staff can go back to Bank of America and ask if they can do more.

Mr. Durrett said he would like for staff to go a step further by notifying all the firms that bid of the Authority's position regarding DBE participation.

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On motion by Mr. Durrett seconded by Mrs. Hardage, the resolution failed by a vote of 2 to 0, with 4 members present.

Mr. Buckley and Mr. Daniels abstained.

Resolution Authorizing Award of a Contract for Risk Management Information System Contract, RFP P30681

Mrs. Jennings presented this resolution for Board of Directors' approval authorizing the General Manager/CEO or his delegate to enter into contract with Origami Risk, LLC for the Risk Management Information System Request for Proposal.

Mr. Daniels asked what the efficiencies will improve.

Mrs. Jennings said the Authority will be able to automate its Risk Management data, ultimately resulting in better reporting processes.

Mr. Daniels asked if this is in coordination with the MARTA Transformation Initiative (MTI).

Mrs. Jennings said yes. This is one of the recommendations from KPMG.

On motion by Mr. Buckley seconded by Mr. Durrett, the resolution was unanimously approved by a vote of 4 to 0, with 4 members present.

Resolution Authorizing the Award of a Sole Source Contract, RFP P34149, to Trapeze Software Group, Inc. for Maintenance, Services and Payment of Performed/Prorated Work

Mrs. Hsi presented this resolution for Board of Directors approval authorizing the General Manager/CEO or his delegate to enter into a Sole Source Contract with Trapeze Software Group, Inc. in an amount not to exceed \$18,423,607.00.

On motion by Mr. Durrett seconded by Mr. Buckley, the resolution was unanimously approved by a vote of 4 to 0, with 4 members present.

Resolution Authorizing Issuance of Request for Proposal for Audio Advertising on MARTA Buses

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Mr. Griffin presented this resolution for Board of Directors approval authorizing the General Manager/CEO or his delegate to solicit proposals for On Board Audio Advertising by means other than competitive bidding, in accordance with section 14(m) of the MARTA Act, through the use of Request for Proposals.

Mr. Durrett asked how will this impact customers.

Mr. Griffin said the ads will run every 10 minutes during peak hours and every 20 minutes during non-peak hours.

Mr. Daniels said it could create confusion about stops.

Mr. Griffin said ads are the lowest priority and will be brought down to make routine or emergency announcements.

Mr. Daniels asked will training be provided to Bus Operators.

Mr. Griffin said yes, the selected firm will provide training.

Mr. Daniels asked if the ads will be automated.

Mr. Griffin said yes, but the Authority wants its Operators to be able to control the volume.

On motion by Mr. Durrett seconded by Mr. Buckley, the resolution was unanimously approved by a vote of 4 to 0, with 4 members present.

Briefing – June Year-End FY2014 and FY2015 July Budget Variance Analysis and Performance Indicators

Mr. Hutchinson briefed the Committee on June Year-End FY2014 and FY2015 July Budget Variance Analysis and Performance Indicators.

- June year-end 2014 was a slight loss compared to previous year but \$5M better
- Sales Tax was stronger due to economic growth in the region
- June Passenger Revenue was stronger
- Capital Charges are positive

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- Current fiscal year finished very strong – net profit of \$17M, \$8.5M better than prior year
- Combined Ridership has strengthen since May – the Authority is optimistic that this trend will continue
- Bus OTP improving and Bus MDBF should see improvement with new buses
- Rail OTP was below target
- Mobility OTP is challenged primarily due to employee absenteeism
- Overtime continues to be a problem
- Customer Service KPI improved
- Mobility Call Wait Time has been challenged – additional staff has been hired and other measures are being put in place to address this concern
- Vertical Transportation is generally on target

Resolution Authorizing Execution of Agreements with the Development Authority of the City of Decatur at Avondale Station Parcel D1165

Ms. Rhein presented this resolution for Board of Directors' approval authorizing the General Manager/CEO or his delegate to execute agreements with the Development Authority of the City of Decatur and Columbia Ventures for the development of MARTA property at the Avondale Station.

On motion by Mr. Durrett seconded by Mrs. Hardage, the resolution was unanimously approved by a vote of 4 to 0, with members present.

Executive Session

On motion by Mr. Durrett seconded by Mr. Buckley, the Committee unanimously agreed by a vote of 4 to 0, with 4 members present to go into Executive Session at 11:58 a.m.

On motion by Mr. Durrett seconded by Mrs. Hardage, the Committee unanimously agreed by a vote of 4 to 0, with members present to adjourn Executive Session at 12:14 p.m.

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Adjournment

The meeting of the Business Management Committee adjourned at 12:14 p.m.

Respectfully submitted,



Kellee N. McDaniel
Sr. Executive Administrator to the Board