

MARTA Accessibility Committee (MAC)

Virtual Meeting

AGENDA

Tuesday, September 10, 2024
10:00 to 11:30 a.m.

1. **Call to Order** – Robert Smith, Committee Chair
2. **Committee Self-Introductions**
3. **Chairperson Remarks**
4. **Subcommittee Updates**
 - **Customer Focus** – Did not meet
 - **No Show /Late Cancellation Appeals Hearings** – Did not meet
 - **Accessibility** – Did not meet
5. **Diversity & Inclusion Executive Director Remarks** - None
6. **MARTA Updates**
 - **External Affairs**
 - Construction at Indian Creek and Brookhaven Stations
Greg Giuffrida, Director, Communications and Engagement
 - Public Hearing Information – Toni Thornton
 - **Customer Service**
 - ADA Linked Customer Inquiries – Angelita Amour - Customer Care Field Rep
 - **MARTA Mobility**
 - Mobility Services Director Updates – Calisha Davis, Acting Director
Mobility Services

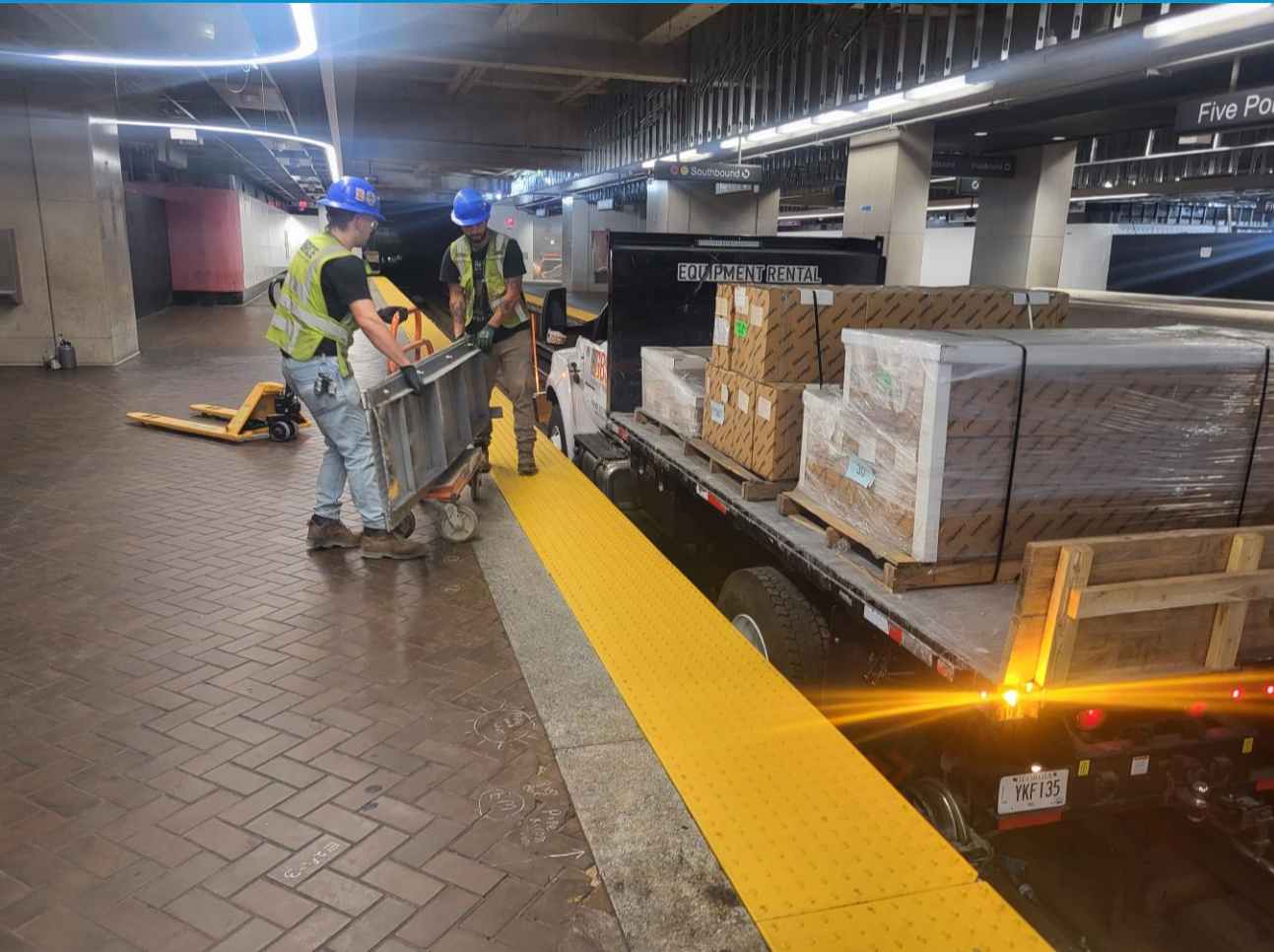
Note: Please remember to speak slowly and clearly. Always state your name before speaking and mute your audio if you are not speaking. We will have a Captionist on the line, and this meeting will be recorded and uploaded to the MARTA website. Thank you



MARTA Accessibility Committee

Capital Projects Update

Sept. 10, 2024



Brookhaven Platform Construction

- The platform is 40 years old and in poor condition. MARTA will replace the pavers before it becomes a safety and accessibility concern for our customers.
- By restricting customer access to the work zone, we can save 23 months and \$9 million
- Because there is no track work as part of this project, we can maintain Gold Line service for most of our customers.
- Bus shuttles to/from Chamblee and Lenox will serve customers who need to reach Brookhaven





North Area (Closed off)



North Area (Closed off)



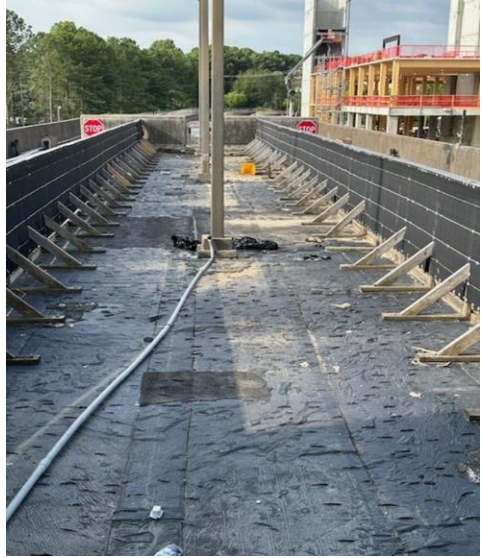
Center Area



Center Area



South Area
(Middle area closed)



South Area
(Middle area closed)

Current Platform Condition

Brookhaven Station Rehabilitation Scope of Work

- Platform Paver Replacement
- Concourse / Underpass Rehabilitation
 - General Station Rehabilitation (canopy repair, wall repairs, signage upgrades, etc.)
 - Telephone (VoIP)
 - Smart Restroom (Concourse Level)
 - Parking Lot Repaving/ADA Access (Complete)
 - Traction Power Sub Station Roof Replacement (Complete)

Why is a Skip Stop 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 of the platform
- Minimize overall impact to the passengers by saving 23 months of construction time with a project cost savings of over \$9M
- Reduces service impacts to rest of Gold Line



Scope of Work during Station Skip Stop

- Demolition of existing flooring
- Installation of new tile flooring
- Installation of the new tactile warning strip on platform edges
- Installation of new expansion joints, benches and trash receptacles
- Pressure washing, sealing and graffiti resistant coating applied to concrete areas



Platform -Milestone Grey Quartz -24" x 48"

Bus Bridge to/from Brookhaven/Oglethorpe

- Begins October 7th at 4 a.m.
- Ends November 15th at 2 a.m.
- Bus bridge coverage plan
 - From/To:
 - Chamblee ↔ Brookhaven/Oglethorpe
 - Lenox ↔ Brookhaven/Oglethorpe
 - 5 buses mirroring rail headways
 - Wayfinding signage
- 2 Mobility shuttles, 1 each direction
- Local bus service remains unchanged



Brookhaven Station
Skip Stop
Oct. 7 - Nov. 15

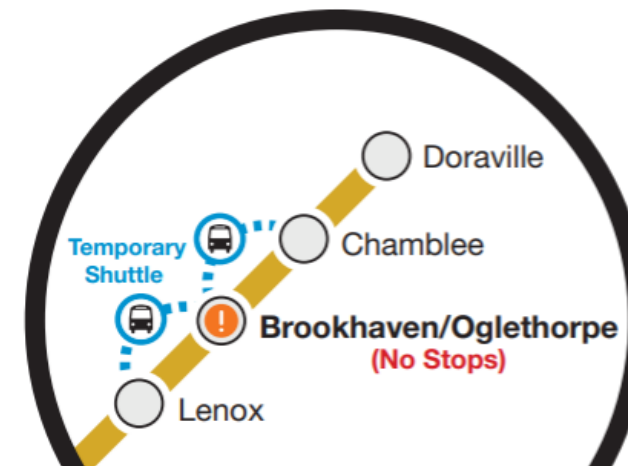
The Gold Line will skip Brookhaven temporarily while we renovate the platform.



Trains will **NOT** stop at Brookhaven. Use shuttle to/from Lenox or Chamblee.



Local buses and parking unchanged.



404-848-5000
itsmarta.com/
Brookhaven
StationRehab

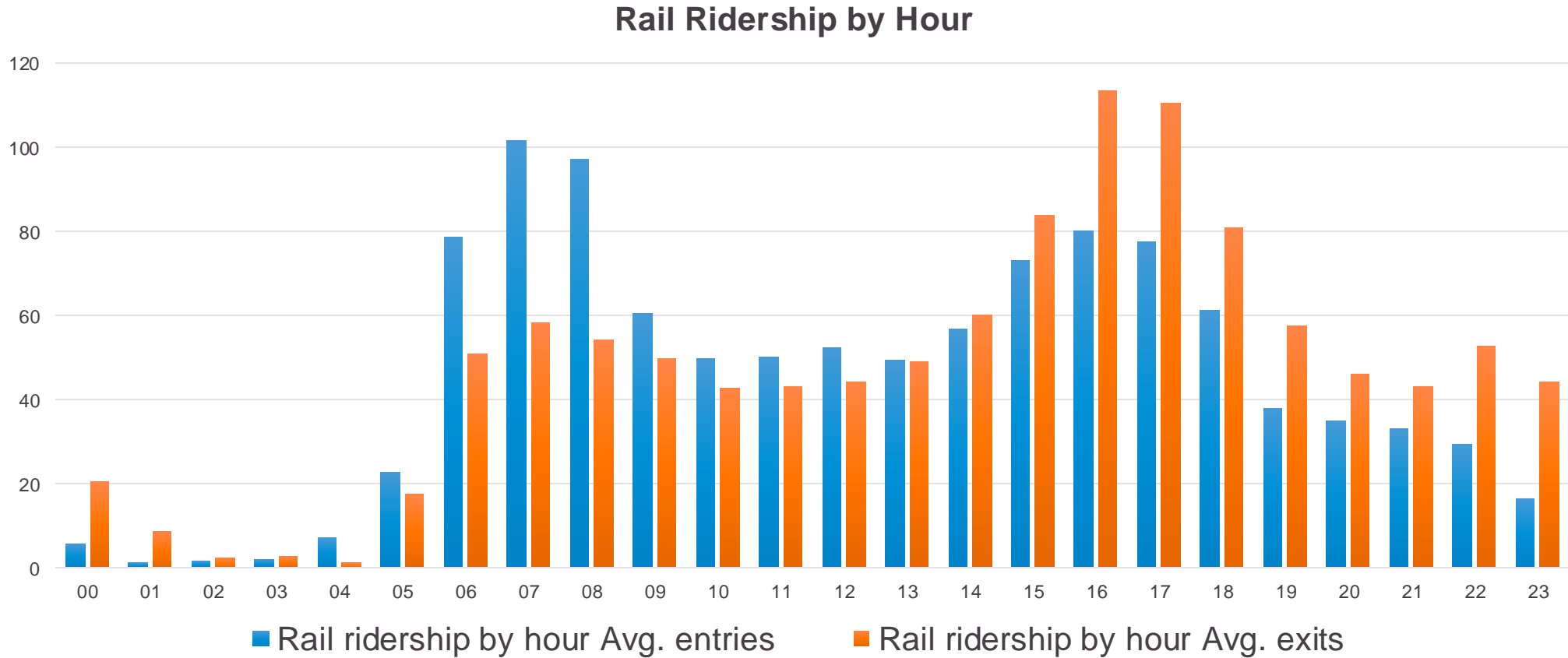
Ridership

Average entries Average exits

Average daily rail ridership at Brookhaven by year, month, day type



Ridership By Hour



Source: MARTA Research and Analysis

Brookhaven Station Skip Stop

Key Impacted Stakeholders

- ✓ **Customers:** Those who start, end, or transfer at Brookhaven
 - ✓ Customers who walk/roll to/from Brookhaven
 - ✓ Customers on routes 8, 25, 47, 110
 - ✓ Driving customers: Redirected to other station
- ✓ **Jurisdictional Partners:** City of Brookhaven, DeKalb County
- ✓ **Institutions:** Oglethorpe University, Woodward Academy (bus transfers), DeKalb County Schools



Brookhaven Engagement

Marketing/Communications/Digital Campaign

- ✓ Earned media
- ✓ Preview Signage
- ✓ App notifications (MARTA & partners)
- ✓ Email campaign
- ✓ Boosted Social Media
- ✓ Platform announcements
- ✓ Partner Toolkit

Government & Community Affairs

- ✓ Jurisdictional briefings and email
- ✓ Local/State/Federal Elected officials
- ✓ Local institutions



Engagement Timeline

August 28:

- Press release, website, email
- First social media campaign
- Schedule stakeholder briefings

September 9:

- Install preview signage at Brookhaven and other stations

September 23:

- Canvassing at Brookhaven
- Paid social media campaign, daily posts

October 6:

- Install wayfinding signage

October 7 – November 15:

- Skip Stop in effect



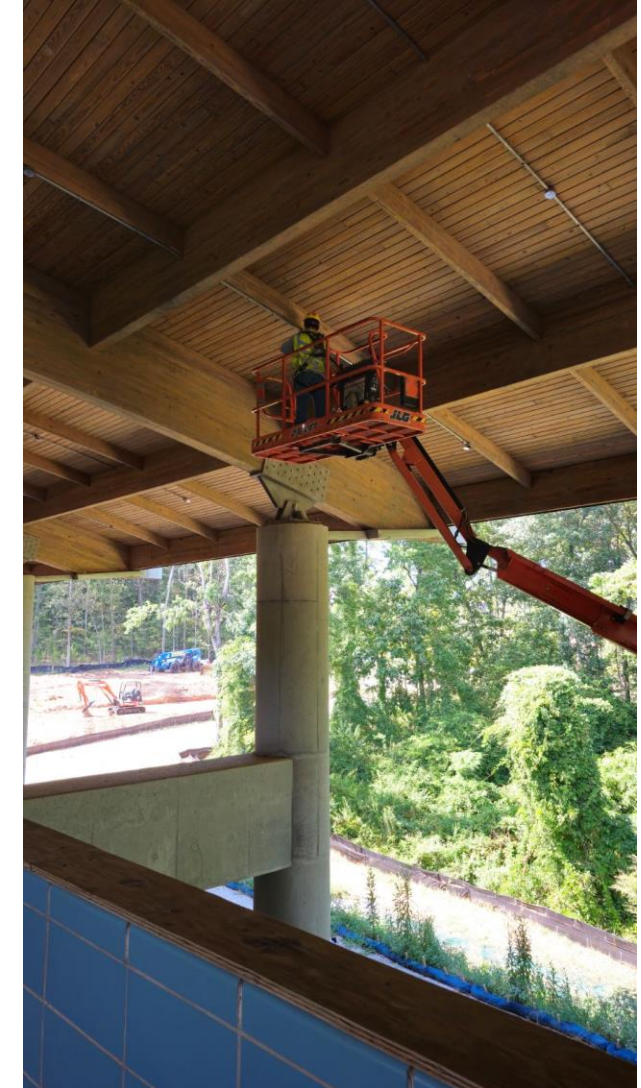


Other Project updates



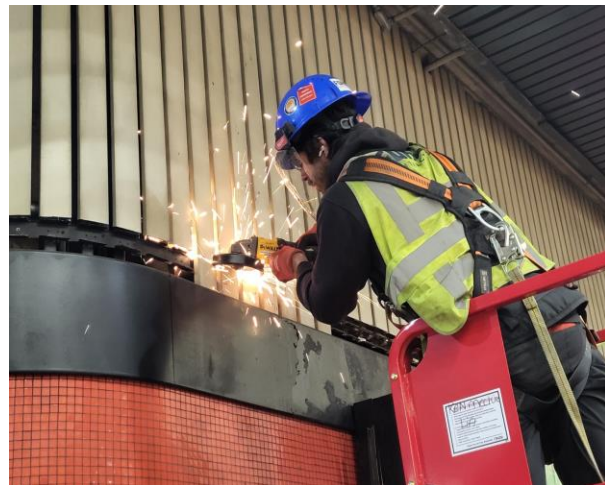
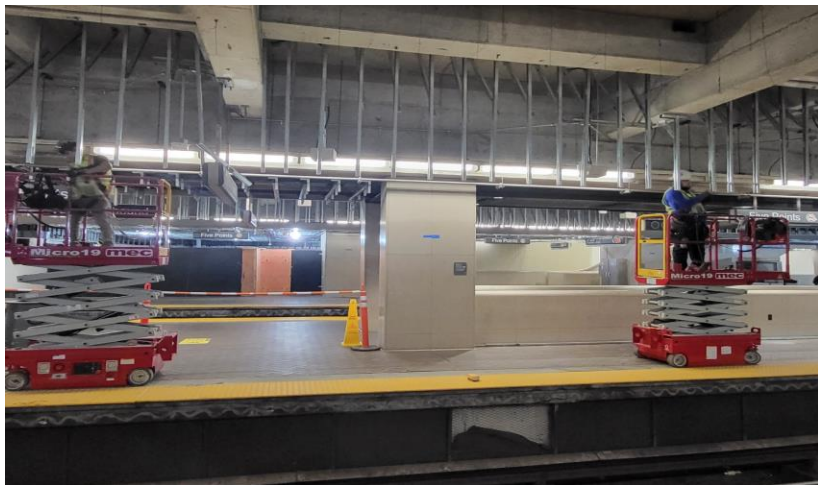
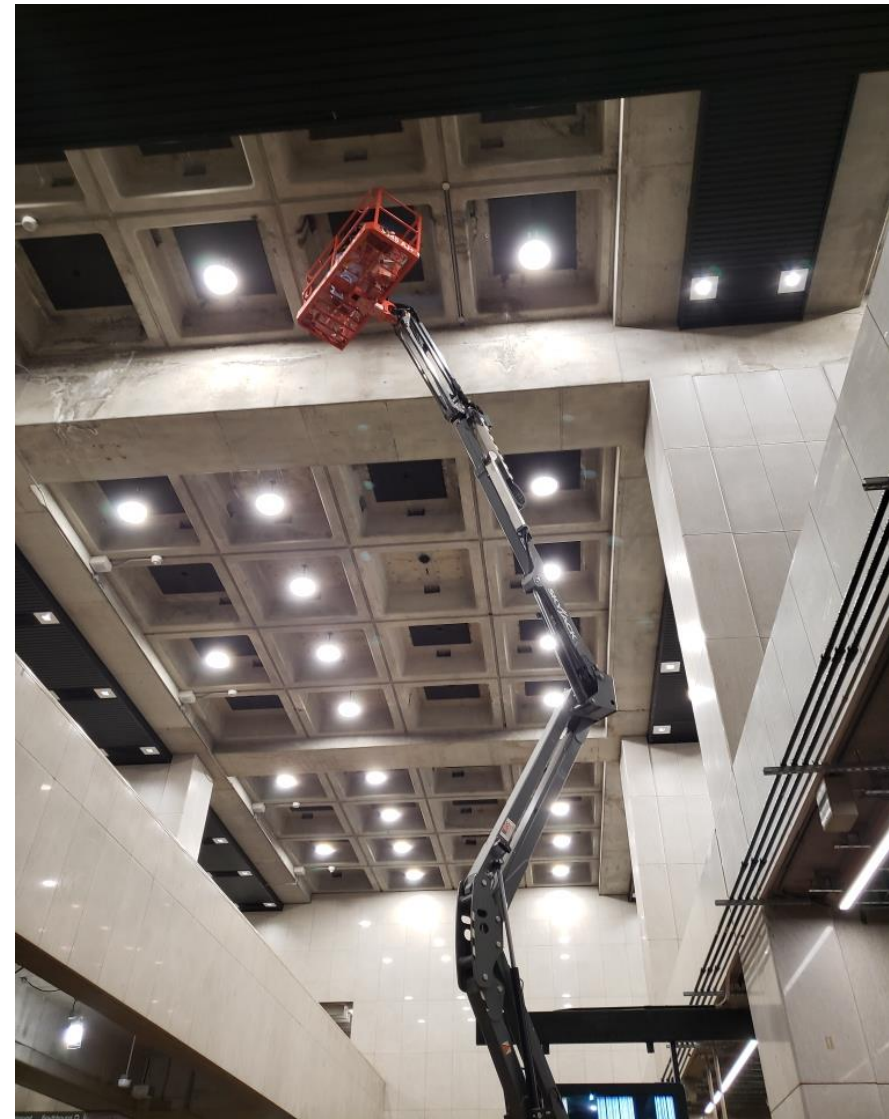
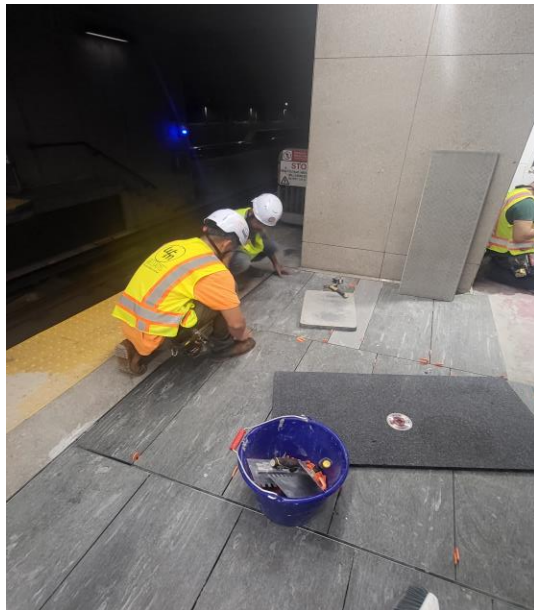
INDIAN CREEK STATION REHAB

- ✓ Bus loop concrete being poured. Work completes Sept. 16
- ✓ West Plaza closure upcoming
- ✓ Brief shutdown for new ped bridge coming; tentatively Oct. 26-27
- ✓ Track repair work needed in near future



FIVE POINTS STATION REHAB

- ✓ Façade restoration complete
- ✓ Floor tile-mortar demolition
- ✓ Ceiling framing on the platform
- ✓ New telephone installation
- ✓ Design work for new elevators



EAST LAKE STATION REHAB

Construction time lapse video bit.ly/3MjjMUP

PHASE I: NORTH SIDE

- ✓ New elevator and pedestrian bridge
- ✓ **Impact:** North entrance and parking closed, bus shuttle between north and south
- ✓ **Reopening:** November 2024

PHASE II: SOUTH SIDE

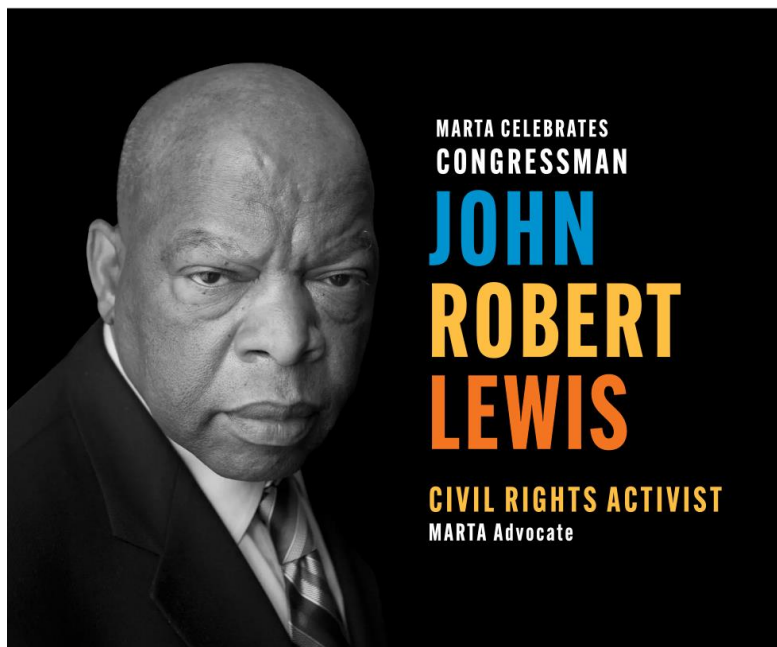
- ✓ South entrance and parking to be closed for 6 months, schedule pending
- ✓ **Impact:** Local bus detours and shuttle between south and north sides.



JOHN LEWIS BUS WRAP REVEAL

marta INVITES YOU

Join us for a special bus unveiling and voter registration drive honoring the life and legacy of Congressman John Lewis.



Thursday, September 12
2:00 PM

Program begins at 2:30 PM

Voter Registration Drive 3:00 – 6:00 PM

Bring a photo ID to register to vote

LOCATION

College Park Station

3800 Main St. Atlanta, GA 30337

(East Main Street at Howard Avenue)



As part of our yearlong celebration of Black History, MARTA is commemorating Atlanta Civil Rights icons and recognizing their roles in our history with specially designed buses.

One of the original Freedom Riders, Congressman John Lewis fought to desegregate the interstate bus system because he understood the important role public transportation plays in providing opportunity for all. Congressman Lewis was a tireless advocate for MARTA saying on the occasion of the Authority's 30th anniversary, "We wouldn't be the capital of the American South if we hadn't had MARTA."



Thank You





MARTA PUBLIC HEARING NOTICE

SEPTEMBER 12, 2024

6 PM: Community Exchange

7 PM: PUBLIC HEARING



PROPOSED BUS ROUTE CHANGE - EFFECTIVE DEC. 14, 2024 ROUTE 191 - Riverdale/ATL Intl Terminal

HYBRID PUBLIC HEARING

To participate in MARTA's upcoming public hearing:

In-Person Location:
RIVERDALE TOWN CENTER
7210 Church Street
Riverdale, GA 30274

Riding MARTA: Bus Routes 89, 191, 197, 198

To Join Virtually:

Go to
itsmarta.com

LIVE on

YouTube

To Learn More
404-848-5000
itsmarta.com

COMMUNITY REVIEW

An overview of the proposed bus service modifications and routing and map will be available for review at itsmarta.com from September 3–19.

COPIES

Copies of the proposed bus service modifications, routing and maps will also be available for public viewing at

MARTA Headquarters
2424 Piedmont Road, N.E.
Atlanta, Georgia 30324

during regular business hours,
Mon-Fri, 8:30 AM - 5:00 PM

COMMENTS

Comments may be submitted no later than **September 19, 2024**, via:

Call:
404-848-5299

Mail:
MARTA's Office of External Affairs
2424 Piedmont Road, N.E.
Atlanta, GA 30324-3330

Email:
publichearinginfo@itsmarta.com



To request this information in another language or in an accessible format, call 404-848-4037 or 404-848-5665 (TTY).



NOTIFICACIÓN DE AUDIENCIA PÚBLICA DE MARTA

JUEVES, 12 DE SEPTIEMBRE
6 PM: INTERCAMBIO COMUNITARIO
7 PM: AUDIENCIA PÚBLICA



CAMBIO PROPUESTO DE AUTOBUS - VIGENTES A PARTIR DEL 14 DE DICIEMBRE
ruta 191 - Riverdale/ATL Intl Terminal

AUDIENCIA PÚBLICA HÍBRIDA

Para participar en la próxima audiencia pública de MARTA:

📍 Sitio Presencial:

CENTRO DE LA CIUDAD DE RIVERDALE
7210 Church Street
Riverdale, GA 30274

Usa las rutas de MARTA 89, 191, 197, 198

🌐 Unirse Virtualmente:

Visite
itsmarta.com

📺 EN VIVO EN

YouTube

Conoce más
404-848-5000
itsmarta.com

🗨️ REVISIÓN POR LA COMUNIDAD

Una descripción de la propuesta del nuevo servicio, la rutas y los mapas estarán disponible para revisión en [itsmarta.com](https://www.itsmarta.com) del **3-19 de septiembre**.

📄 COPIAS

Copias de las modificaciones propuestas al servicio de bus, las rutas y mapas también estarán para el público en el:

Edificio Sede de MARTA
2424 Piedmont Road, N.E.
Atlanta, Georgia 30324

*En horario regular de oficina,
Lun-Vie 8:30 AM - 5:00 PM*

💬 COMENTARIOS

Comentarios pueden ser sometidos antes del **12 de septiembre del 2024**, por vía:

☎️ **Llama:**
404-848-5299

✉️ **Correo:**
Oficina de Asuntos Externos de MARTA
2424 Piedmont Road, N.E.
Atlanta, GA 30324-3330

@ **Correo Electrónico:**
publichearinginfo@itsmarta.com



Para solicitar esta información en otro idioma ó en un formato accesible, llama al 404-848-4037 ó 404-848-5665 (TTY).

Mobility Report

- I. Director's transition
 - II. KPIs
 - III. Continued focus on service improvements
 - IV. Re-Solicitation of contracted services
 - V. Conclusion and Questions
-
- I. Acknowledge recent director transitions: Richard Gonzalez's departure; Calisha Davis as interim
 - II. Key Performance Indicators, since the last committee meeting in July - ridership increase
 - a. July closed with 55,986 trips and August with 59,824 trips (6% increase from July)
 - i. Overall ridership, up roughly 10% since same time last year (August 2023- 54,143 trips)
Patterns show October projected high ridership; end-of-year "Holiday Dip", lower ridership expected November to mid-January
 - b. Positive month to month OTP movement since May:
 - i. May 86%...June 88%. July 89%
 - ii. August's [6%] ridership boom, OTP regressed 86%
 - iii. Striving for 90% +
 - III. Continuous collaborative work with contractors - new initiatives to improve scheduling and service delivery efficiencies - positive impact: OTP and customer satisfaction
 - a. Procuring new lift equipped vehicles: cutaways (L-vans); Voyager minivans; sprinter-styled Pro-Masters – fleet diversity
 - b. Contractors: customer-focused training - ETA group to improve conversational engagement
 - c. Drilled focus: route scheduling efficiencies – improve on pickup/drop off times, onboard time
 - d. General focus: provide a better customer experience
 - IV. Re-solicitation of our contracted services for Eligibility, Operations & Maintenance, and Scheduling & Dispatch
 - a. Returning to the single-source model (i.e., 1 prime contractor providing O&M and Scheduling/Dispatch; potentially a separate contractor for Eligibility)
 - b. Goal: solicit, bid, award, and mobilize by Spring 2025
 - V. Conclusion