



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**BOARD WORK SESSION**

**THURSDAY, JULY 13, 2023**

**ATLANTA, GEORGIA**

**MEETING MINUTES**

**1. CALL TO ORDER AND ROLL CALL**

Chair Thomas Worthy called the meeting to order at 12:05 P.M.

**Board Members Present:**

Al Pond  
Jim Durrett  
William Floyd  
Roderick Frierson  
Freda Hardage  
Kathryn Powers  
Rita Scott  
Thomas Worthy  
Jacob Tzegaegbe

**Board Members Absent:**

Stacy Blakley  
Russell McMurry  
Valencia Williamson  
Jennifer Ide  
Jannine Miller  
Sagirah Jones

**Staff Members Present:**

Collie Greenwood  
Ralph McKinney  
Raj Srinath  
Rhonda Allen  
Peter Andrews  
George Wright  
Carrie Rocha

**Also in Attendance:**

Justice Leah Ward Sears  
Paula Nash  
Colleen Kiernan  
Donna DeJesus  
Jacqueline Holland  
Kenya Hammond  
Tyrene Huff  
Phyllis Bryant

**2. CHAIR'S REPORT**

**Approval of the June 8, 2023 Work Session minutes**

Approval of the June 8, 2023, Work Session minutes. On a motion by Board Member Powers, seconded by Board Member Frierson, the motion passed by a vote of 8 to 0 with 8 members present.

**3. GM/CEO REPORT**

**Debrief - July 4th/Peachtree Road Race**

The Peachtree Road Race Post Event Briefing was presented by Rhonda Allen, Chief Customer Experience Officer.

**4. EXECUTIVE SESSION**

**Real Estate**

**Litigation**

**Personnel**

**5. OTHER MATTERS**

**6. ADJOURNMENT**

Respectfully submitted,



Tyrene L. Huff  
Assistant Secretary to the Board

YouTube link: <https://youtube.com/live/J5DZVRXuDc0?feature=share>

# Peachtree Road Race Post Event Briefing

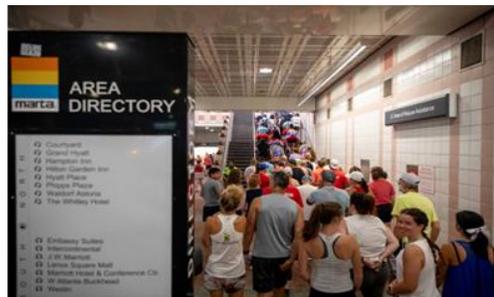
Board Work Session

July 13, 2023



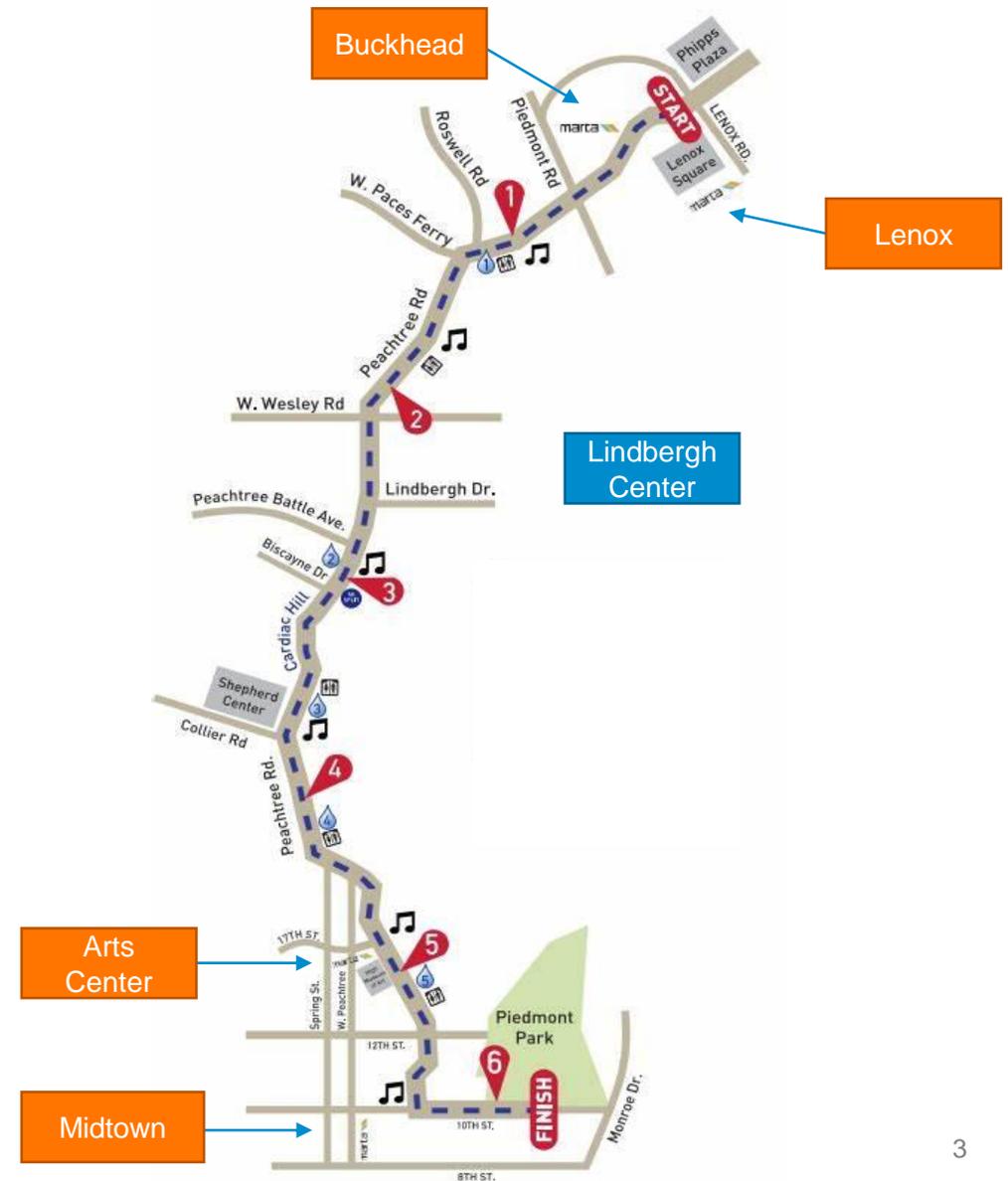
# Agenda

- ❑ Event Overview
- ❑ Annual MARTA Operations
- ❑ Unique Fare Media
- ❑ Unexpected Occurrence
- ❑ Customer/Employee Feedback
- ❑ Opportunities for Improvement
- ❑ Questions



# Event Overview

- ❑ 10k (6.2 mi) course from Lenox Square to Piedmont Park
- ❑ 50,000 participants
- ❑ Shepard Center Wheelchair Division begins at 6:25 am
- ❑ Elite Runners begin at 6:50 am
- ❑ Final start wave begins at 8:30 am
- ❑ Course closes at 11:00 am
- ❑ Awards ceremonies at Shepard Center and Piedmont Park



# Annual MARTA Operations

## May-June

- Coordination with Atlanta Track Club, incl site visits
- Coordination with public safety agencies, incl tabletop exercises
- Weekly MARTA special event planning meetings

## July 02 & 03 Health & Fitness Expo

- Revenue Operations sales fare media
- Customer Services provides travel info

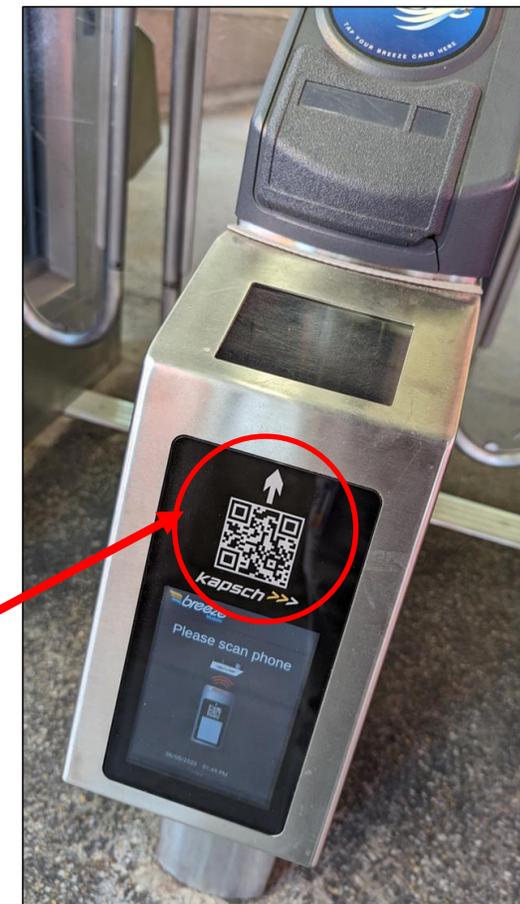
## July 04 Race Day

- EOC and rail service begin at 4:00 am
- Pre-event bus shuttles from Lindbergh to start line
- Mobility shuttles from finish line to Shepard Center
- Post-race shuttles from Piedmont Park to Lindbergh
- Activation of mobile command vehicle
- Many hands



# Unique Fare Media

- ❑ Breeze fare media attached to race bibs
- ❑ Stickers were embedded with an NFC (tap) antenna
- ❑ Each sticker included a 4-digit ID number read at gate
- ❑ Each sticker loaded with round-trip fare
- ❑ Stickers activated and deactivated July 4<sup>th</sup>
- ❑ Customers tapped in and out (same as Breeze Card or Ticket)



# Unexpected Occurrence

- ❑ Heavy rain and thunderstorm
- ❑ Black Flag Alert Issued/Event Cancelled 30 min early
- ❑ Fewer runners lingering at park
- ❑ Long lines at park bus shuttle



**AJC Peachtree Road Race**  
@ajcpr

After coordination with the National Weather Service, Atlanta Track Club has canceled the AJC Peachtree Road Race due to severe weather.

All event activities in the start and finish, as well as the course, have shut down. There will be no more official finish times.



Event Alert System

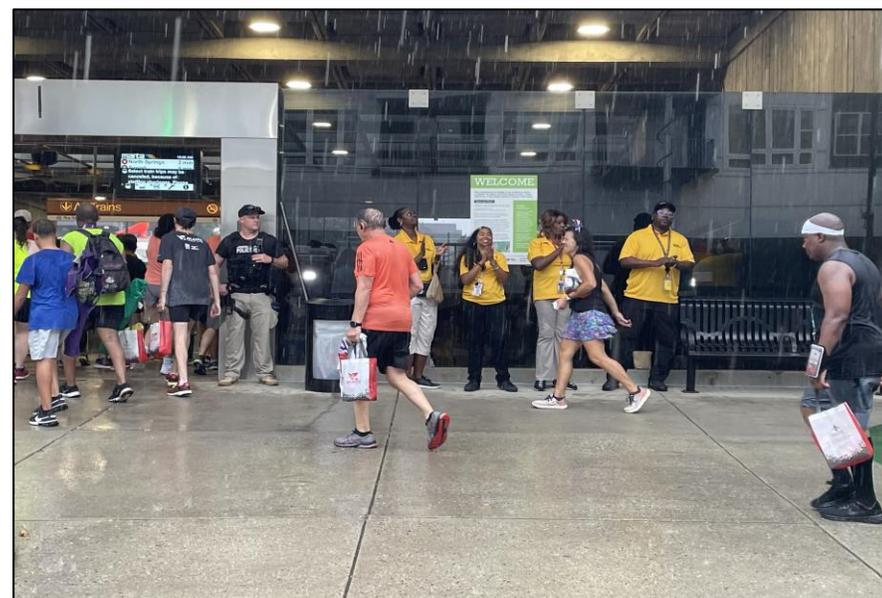
**ALERT LEVEL:**

**EXTREME**

**EVENT CANCELLED**

Follow Official Event Instructions

10:35 AM · Jul 4, 2023 from Atlanta, GA · 48.3K Views



# Customer and Employee Feedback

**Jami** Commented on MARTA Wall Post "Thanks for riding ..." 6 days ago

A pleasant experience today!

**Alan** Quote Tweeted @MARTAttransit 2k+ 6 days ago

Salute to each + every MARTA employee. They work very hard day in + day out to keep things moving in the city!

**MARTA @MARTAttransit**

Happy Independence Day! Thank you all for riding with us again to this year's Peachtree Road Race.

**Dave** Quote Tweeted @MARTAttransit 6 days ago

When Atlanta has big events it turns to MARTA to move people safely and efficiently.

Love these fare stickers. This is the one time many customers will ride MARTA and making it a seamless experience is key to building support for transit. 🇺🇸❤️ us

**MARTA @MARTAttransit**

Exciting News! MARTA has partnered with the @ATLtrackclub to provide fare stickers for the 54th running of the @ajcpr. New this year, the MARTA Breeze fare sticker can be affixed to participants' bibs for easy travel to and from the race.

Learn more: [bit.ly/3pxmqth](https://bit.ly/3pxmqth)

**chris**

Marta did an amazing job this morning. My only concern was the about an additional mile walk from Piedmont Park to Midtown station after the 10k run.

3:41 PM · Jul 4, 2023 · 44 Views

Tweet your reply!

**MARTA Service @MARTAservice · Jul 4**

Thanks for riding with us, Chris, and for the kudos! FYI for next year- we offer post-race bus shuttles from Piedmont Park (just outside the gate at 12 Street & Piedmont Ave) to Lindbergh Center station. That may be a good option for your ride home after the race next year.

**chris · Jul 4**

I saw the northbound Marta sign to Lindbergh, but Midtown station is closer to 5P since my destination is westbound to H E Holmes. However, thanks for the quick response.

**Reid**

Say what you will about @MARTAttransit, but I don't know how Atlanta would pull off big events like The @ajcpr without it. Delivering just this railcar full of people to the starting line would be absolute gridlock.

7:04 AM · Jul 4, 2023 from Atlanta, GA · 27.4K Views

4 Retweets · 1 Quote · 111 Likes

- “Amazing job...”
- “Not sure how Atlanta would pull off big events...without MARTA”
- “Love these stickers.”
- “Where were the shuttles? There was no signage.”
- “People are stuck in the parking deck.”
- “Would have used the sticker but I only need a one way.”
- “This BVM isn’t accepting cards.”

“Salute to each + every MARTA employee.”

## Opportunities for Improvement

- ❑ Market Buckhead Station as viable a destination station for the start line as Lenox.
- ❑ Attempt wearables that better resist water, perspiration
- ❑ Improve park wayfinding to bus shuttles
- ❑ Request parking deck operators staff up for post event activities
- ❑ Invite ATC back to EOC matrix team





Thank You

