

# FINAL

## TRANSIT ADVISORY BOARD Meeting April 25, 2022 MEETING MINUTES

### TAB Members Present

Dania Aponte  
Allison Bickers  
LaSandra Boykin  
James Darden  
Walter Kolis  
Cherie Newton  
Mark Riggans  
Ron Roberts  
Forrest Shealy  
Jeff Souther  
Matt Stigall

### TAB Members Not Present

Neil Fusillo  
Ken Marlin

### Cobb County and Others Present

Karl Von Hagel, DOT  
Marcia Lankford, DOT

#### I. Call to Order:

**Chair Bickers** called the meeting to order at 6:34 p.m. with a quorum present.

#### II. REVIEW AND APPROVAL OF MINUTES AND 2021 ANNUAL REPORT

**TAB:** Motion made by **Secretary Souther**, seconded by **Mr. Stigall**, and all members present, both virtually and in person, voted unanimously to approve the March 28, 2022 TAB meeting minutes as submitted.

**TAB:** Motion made by **Mr. Shealy**, seconded by **Treasurer Kolis**, and all members present, both virtually and in person, voted unanimously to approve the TAB 2021 Annual Report as submitted.

#### III. OLD BUSINESS

##### A. TAB Committee Assignments

**Chair Bickers** reported that there will be four (4) TAB committees – MSPLOST Committee, Bylaws Committee, Planning Committee, and Ridership Experience Committee. It was suggested that a Marketing and Communications Committee be added to the list of TAB committees. **Chair Bickers** will email TAB members a list of the TAB Committees with their purpose and responsibilities.

##### B. DOT Department Update

**Mr. Karl Von Hagel** introduced himself to TAB, informed TAB of the current scope of the Transit staff, and he summarized the DOT Operations Update.

**MSPLOST - Mr. Von Hagel** provided an update on MSPLOST and stated that DOT anticipates the Board of Commissioners to have a work session meeting on May 24, 2022 to further discuss the future of an MSPLOST.

**Advertising and Shelters - Mr. Von Hagel** gave a preliminary report that DOT/Transit has 3 options to address the bus shelters. Currently DOT/Transit has negotiated a separation agreement with the current advertiser that maintains the shelters. InSite Media will continue on a month-to-month agreement to provide maintenance/cleaning until a replacement program is in place. **Mr. Von Hagel** shared the three options discussed in the preliminary Bus Shelter Study. (1) DOT/Transit could improve the 175 active shelters with County resources and use no advertising which would result in approximately a \$1.5M cost after ten years. (2) DOT/Transit could continue to fund the shelters as done currently with a new advertising contract and would net approximately \$1M+ after ten years, which is a turnkey solution and no County expenses. (3) Another option is for DOT/Transit to take responsibility for cleaning, maintenance, and installation of the shelters, utilizing Cobb Transit funding resources and then have a stand-alone separate advertising contract for the shelters. This option would generate approximately \$3.5M after a 10-year period. The estimated build out of the shelters would be approximately \$2.7M. DOT/Transit staff is considering the option to fund using County resources, with an advertising only contract.

**Chair Bickers** suggested encouraging creativity in how the vendor advertises and to also market for the Transit agency and to offer flexibility in the scope of work of the RFP.

**Mr. Darden** requested a breakdown of the inventory of bus shelters.

**Mr. Von Hagel** reported that DOT/Transit is looking at electronic signage for advertising on the bus shelters, and he would provide further details on the bus shelter inventory breakdown.

**MCI Express Bus Refurbishments – Mr. Von Hagel** reported that the status of the MCI buses refurbishment project – 2 of 17 buses have completed refurbishment and the remaining 15 buses should be completed by end of 2022 if no supply chain issues.

**Paratransit Fleet Options – Mr. Von Hagel** reported that there are 7 buses in operation for Flex and Paratransit. There are 22 buses on order and not expected until December of 2023 or January of 2024. All options including leasing options are being explored, and DOT/Transit will do whatever is necessary to get more vehicles. The Flex service is being temporarily modified to utilize reservations only, with no pickup points to strengthen the Paratransit and scheduled Flex services.

**Ms. Aponte** asked if buses could be borrowed from other transit agencies.

**Mr. Von Hagel** will assess the transit community to see if borrowing buses from other agencies is an option and look to identify all options available for additional buses.

**Ms. Newton** suggested use of an automated cancellation system which is used at MARTA.

**ATL Logo on CobbLinc Buses – Mr. Von Hagel** reported that CobbLinc must be have the ATL logo on CobbLinc buses by December 31, 2022.

**Operator Agreement RFP – Mr. Von Hagel** reported that there is an agenda item scheduled for May 10, 2022 BOC to approve the First Transit agreement with Option Year 1 to continue service through June 30, 2023. During the next couple of months, the RFP is being drafted for a new operator contract. Another agenda item being presented to the BOC is for approval to advertise and conduct a public hearing for the RFP. **Mr. Von Hagel** requested any suggestions from TAB for the RFP be emailed to him. **Mr. Von Hagel** stated that customer service is being removed from the operator contractor in the draft RFP and will be staffed by other than the service operator.

**Transfer Center Alternative Analysis – Mr. Von Hagel** reported that DOT/Transit is working to conduct and provide alternative analysis study to the FTA for the transfer centers. The FTA has requested these studies be complete before any federal funding may be used. It is expected to take 12-18 months to complete.

**Upcoming Agenda Items – Mr. Von Hagel** reported that the First Transit Extension and the Public Hearing agenda items are scheduled for May 10, 2022. The Clever Devices for hardware and software maintenance of the current CobbLinc Automatic Vehicle Location System platform agenda item is scheduled for May 24, 2022.

C. Action Items

None.

**IV. PUBLIC COMMENTS**

None.

**V. NEXT MEETING/ADJOURNMENT**

Chair Bickers reiterated that hybrid meetings will continue until further notice. As there was no further business, it was moved by **Mr. Shealy** and seconded by **Mr. Stigall** to adjourn the meeting.

July 25, 2022

---

Approved