

FINAL

TRANSIT ADVISORY BOARD MEETING July 24, 2023 MEETING MINUTES

TAB Members Present

James Darden
Jaha Howard
Cherie Newton (telephone)
Mark Riggans
Forrest Shealy
Thomas Shibley
Jeff Souther

TAB Members Not Present

Allison Bickers
LaSandra Boykin
Walter Kolis
Ken Marlin
Matt Stigall

Cobb County and Others Present

Drew Raessler, DOT
Karl Von Hagel, DOT
Theo Letman, DOT
Laura Beall, DOT
Marcia Lankford, DOT

I. Call to Order:

Secretary Souther welcomed everyone and called the TAB meeting to order at 6:30 p.m. with a quorum of TAB members present.

II. REVIEW AND APPROVAL OF MINUTES

June 26, 2023 Meeting Minutes: **Mr. Riggans** made a motion and **Dr. Jaha** seconded and **Secretary Souther** requested a vote, and the TAB members present voted unanimously to approve the June 26, 2023 meeting minutes.

III. OLD BUSINESS

Mr. Raessler provided a review and an update of the MSPLOST for a 1 cent sales tax on the 2024 referendum. It is planned that a draft project list will be submitted to the Board for approval at the August 22, 2023 BOC work session meeting.

Mr. Raessler shared that input has been received from various cities in Cobb County, such as Smyrna, Mableton, Acworth, Marietta, Powder Springs, and Austell.

Dr. Jaha suggested that DOT provide a marketing package of transit and provide a simplified message to communicate transit to the public.

Ms. Beall stated that DOT is working to simplify the information. **Mr. Raessler** stated that DOT is being very intentional to provide educational information to the public.

Ms. Newton suggested the Bells Ferry/Canton Road and Chastain Road corridor be looked at as a potential transit service area.

Mr. Raessler and Ms. Beall will look into the suggested corridor for potential future transit service.

Mr. Shealy expressed interest in the consolidation of the County and school bus service lines.

Mr. Raessler explained how DOT coordinates with the County school system.

A. Committee Reports

(1) Officer Elections Update

Secretary Souther reported that he received one nomination for an officer to TAB. He reiterated that the TAB officers consist of the Chair, Vice Chair, Secretary, and Treasurer.

(2) MSPLOST Committee Update

None.

(3) TAB Bylaws Committee Update

Mr. Shealy reported that the TAB Bylaws are scheduled for approval for the BOC agenda on June 27, 2023.

(4) Public Comment

None.

B. DOT Department Update

Marketing Update - Mr. Von Hagel reported that the Transit’s new Customer Service Manager and the Communications Specialist were tasked with developing a marketing strategy and so far have provided a clean bus stop initiative where individuals can scan a bar code to report unclean bus stops, refreshing the Marietta Transfer Center, developing an RFP to obtain security services for the Cumberland and Marietta Transfer Centers and contracting with a firm that hires off-duty police officers, rebranding the CCT signs to be CobbLinc signs.

Ridership Reports Update – Mr. Von Hagel reported the ridership is up on many of the Fixed Route, Xpress, Paratransit, and Flex services, as well as the Circulator.

Miscellaneous Updates – (1) **Mr. Von Hagel** reported that a project is being developed to replace fareboxes beginning January 2024 and phase out the magnetic tickets. (2) DOT has entered an agreement with ATL to conduct a study on the Xpress bus service. (3) Agenda Items – **Mr. Von Hagel** provided the status of 6/27/23 (DOT will continue renting buses until January, as all gasoline buses have not been delivered). (4) **Mr. Von Hagel** also provided the status of future agenda items and 7/11/23 (the TAB Bylaws) and the O&M Agreement is still in negotiations, but the agenda item will go to Board for approval on 8/22/23. (5) Also, DOT is in the process of acquiring new CAD/AVL and Scheduling software.

IV. NEW BUSINESS

None.

V. NEXT MEETING/ADJOURNMENT

The next TAB meeting is on August 28, 2023, at 6:30 p.m. With no further discussion, **Secretary Souther** adjourned the meeting at 7:50 p.m.

August 28, 2023

Approved