



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, FEBRUARY 27, 2025

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair Sagirah Jones called the meeting to order at 11:12 A.M.

Board Members

Present:

Al Pond
Freda Hardage
James Durrett
Kathryn Powers
Roderick Frierson
Rita Scott
Thomas Worthy
Jacob Tzegaegbe
Sagirah Jones
Elizabeth Bolton-Harris
Shayna Pollock

Board Members

Absent:

Valencia Williamson
Jennifer Ide
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Steven Parker
Carrie Rocha
Jonathan Hunt
Ralph McKinney
Rhonda Allen
George Wright
Kevin Hurley
LaShanda Dawkins

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Chinnette Cannida, Eddie Eades, Stephany Fisher, Kenya Hammond, Jaqueline Holland, Paula Nash and Toni Thornton; Tyrene Huff

2. APPROVAL OF THE MINUTES

Minutes from January 23, 2025 External Relations Committee Meeting

Minutes from January 23, 2025, External Relations Committee Meeting. On a motion by Board Member Worthy, seconded by Board Member Pollock, the motion passed by a vote of 11 to 0 with 11 members present.

3. BRIEFING

Legislative Update

Steven Parker, Interim Chief of Staff, updated the Committee on MARTA's legislative agenda and engagement.

Marketing and Sales Update

Senior Director Marketing and Sales, Chinnette Cannida, provided the committee with an update of Marketing supported events, activities and campaigns.

Public Engagement Update

Acting Director Public Engagement, Toni Thornton, provided the committee with an update of the public engagement activities around the NextGen project, partnerships and upcoming events.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 11:50 P.M.

YouTube link: https://www.youtube.com/live/iSuc7WpU73M?si=DOa-u_LPC4J-s1AD



External Relations Committee Government Affairs Update

February 27, 2025

**Steven Parker
Interim Chief of Staff**



KEY LEGISLATIVE ITEMS

- ✓ EV Fees
- ✓ BRT Enforcement
- ✓ Tort Reform



TRANSIT DAY AT THE CAP

- ✓ March 21, 8-10AM, CAP 230
- ✓ Partners:
 - ✓ GA Transit Association
 - ✓ Advance Atlanta





Thank You





**Marketing - February Update
2/27/25**
Chinnette Cannida, Sr. Director, Marketing & Sales

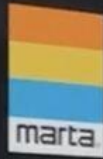
Agenda

- State of MARTA - Behind-the-Scenes
- 2025 APTA AdWheel Award Winner
- Atlanta United 2025 Season Kick-Off
- March Preview: Events & Campaigns





NEXT STOP
- FUTURE
TRANSIT

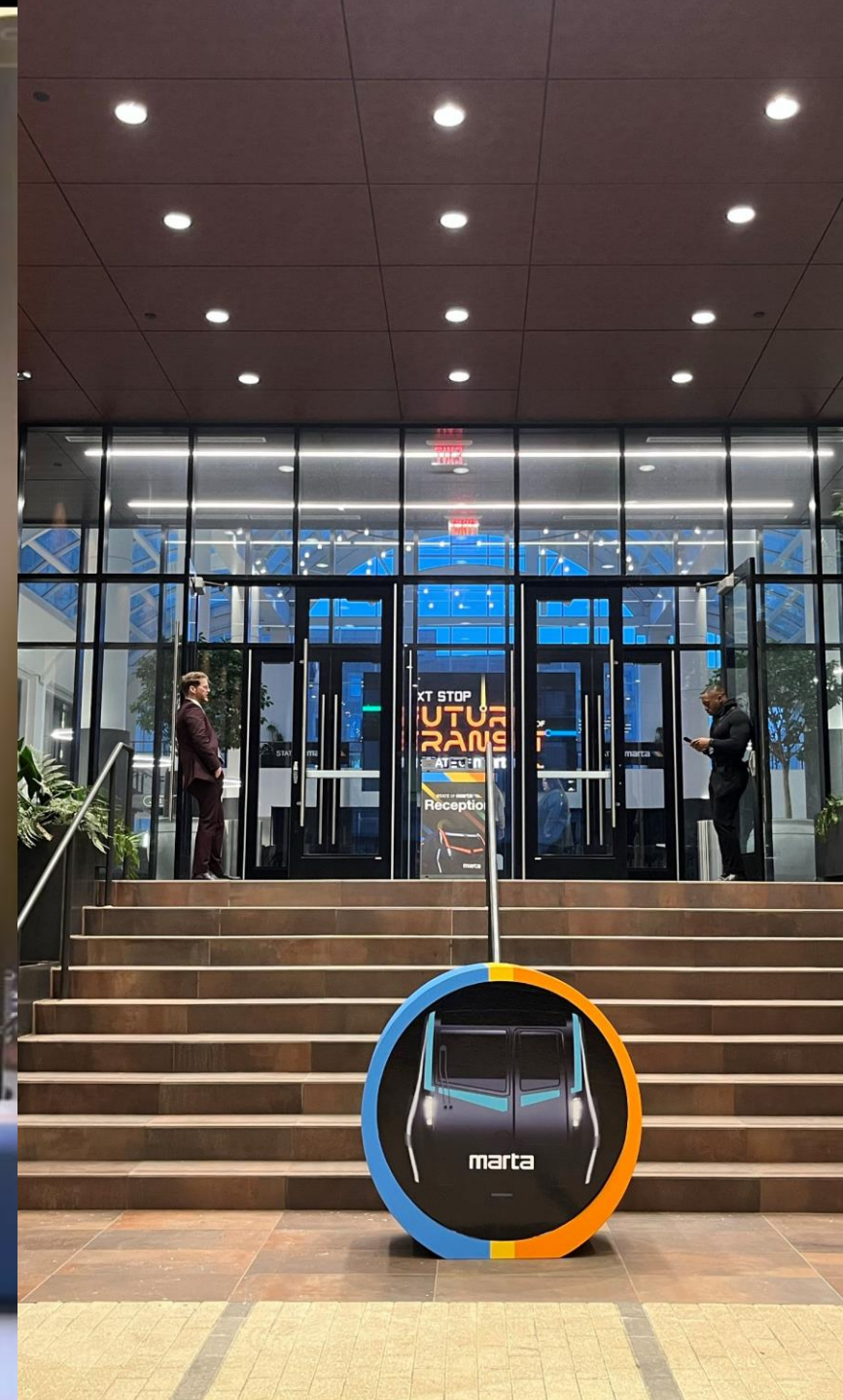


AREA
DIRECTORY

- Buses # 410
- City Center Parking Deck
- Garson Parking Deck
- Garson Drive
- Lindbergh Drive
- Lindbergh Lane - South
- Main Street
- Piedmont Road - South
- Kiss Ride #



Next Stop: The Future of Transit





The Avondale Nine Honored at the State of MARTA

2025
AdWheel Awards



MARTA Celebrates LGBTQ Employees

First Place Award in the 2025 AdWheel Awards competition for communications, marketing, and customer experience





2025 Season Sponsorship



marta 



RECAP: Partnership Elements

- Rights & Designations
- MARTA Ticket Package
- Co-Branded Retail Collection
- In-Stadium Branding
- Social Media, Website (ROS ads) & Radio Activation
- 1-Pre-Match/Tailgating Display
- 8-Lower-level Season Tickets

Season 2: Key Milestones & Themes

Campaign Kick Off

- Match Day: 2/22
 - In-Stadium Branding – 2/22 (BHM)
 - Pre / Post Match Radio Spots – 2/22
 - IPTV – 2/22
 - ROS ads 2/22

Customer Activation

- Front Porch Activation for July 19th

Last Regular Season Match:

- Saturday, October 18

MARTA Night – July 19 (vs. Charlotte FC)

- Co-branded retail collection launch
- Ticket Pack Launch
 - Breeze card + Match Ticket + Crossbody
- Team MARTA Night Out

ATL UTD Activation Theme Nights

- 3/8/25: Honor Women & Girls in Sports
- 4/5/25: Honor Black Excellence
- 9/20/25: Latin Heritage



ONE DAY ONLY

GWCC Station
**Saturday,
February 22, 2025**

5 – 7:30 PM
While supplies last



Purchase Atlanta United's MARTA Collection limited edition Scarf (\$36⁹⁹), Hat (\$44⁹⁹), T-Shirt (\$54⁹⁹), and Hoodie (\$109⁹⁹)
Credit (American Express not accepted)
Cash (exact change only)



marta

2024 Consumer Products Initiative of the Year



marta



MAJOR LEAGUE SOCCER CONGRATULATES

2024 MARK ABBOTT MLS STARTING XI
CLUB BUSINESS AWARDS WINNERS



JAKE REID
SPORTING KANSAS CITY
Doug Hamilton Executive of the Year



JOHN THORRINGTON
LOS ANGELES FOOTBALL CLUB
Sporting Executive of the Year



CHICAGO FIRE FC
Business Intelligence Project of the Year



COLUMBUS CREW
Communications Department of the Year



ATLANTA UNITED
Consumer Products Initiative of the Year



ST. LOUIS CITY SC
Digital Activation of the Year



CHARLOTTE FC
Engagement & Inclusion Club of the Year



ST. LOUIS CITY SC
Marisa Colaiano Community Impact Club of the Year



NASHVILLE SC
Marketing Initiative of the Year



AUSTIN FC
Sponsorship Activation of the Year



ORLANDO CITY SC
Ticket Sales Initiative of the Year

Thank YOU - March Preview

- March External Affairs Committee Meeting
 - 2025 Marketing & Sales Strategic Priorities Overview
- Transit Employee Appreciation Week – March 18, 2025
 - Ride with Respect Campaign Kick-Off

**It's only
fair to
pay your
fare.**

Help us keep MARTA safe and accessible for all.

Georgia Code § 16-12-120.1

Violations on Georgia public transit may result in a misdemeanor charge, including fines or 60-day suspension.

Public Engagement Briefing

External Relations Committee
February 27, 2025



AGENDA



NEXT GEN BUS
NETWORK RE-
DESIGN



EVENTS AND
PARTNERSHIPS



UPCOMING EVENTS



LOOK AHEAD

Next Gen Bus Network



- Total Meetings: **48**. The draft network presented to the public December 2024 through February 2025.
- Public Engagement Includes:
 - ✓ Open Houses (2)
 - ✓ Stakeholder briefings (10)
 - ✓ Public Meetings (18)
 - ✓ Lunch and Learns (13)
 - ✓ In-reach Meetings (5)

PUBLIC MEETINGS 2025

Public participation is essential to the success of any bus network redesign and your input is welcome. We invite you to share your thoughts on this important project by attending one of our public meetings and provide feedback by scanning the QR code to make your voice heard.



SCAN HERE TO PROVIDE FEEDBACK
MARTANextGenBusNetwork.com/connect

System-Wide		
Open House: Saturday, January 25	10:00 a.m. - 2:00 p.m.	MARTA Headquarters 2424 Piedmont Rd NE, Atlanta, GA 30324
Virtual: Saturday, February 8	10:30 a.m. - 12:00 p.m.	Virtual Zoom Meeting Access by using the QR code at the bottom of this page.
Open House: Saturday, February 22	10:00 a.m. - 2:00 p.m.	MARTA Headquarters 2424 Piedmont Rd NE, Atlanta, GA 30324
DeKalb County		
In-Person: Monday, January 27	12:00 p.m. - 1:30 p.m.	Decatur Recreation Center 231 Sycamore St, Decatur, GA 30030
In-Person: Monday, January 27	6:00 p.m. - 7:30 p.m.	South DeKalb Senior Center 1931 Candler Rd, Decatur, GA 30032
Virtual: Friday, January 31	12:00 p.m. - 1:00 p.m.	Virtual Zoom Meeting Access by using the QR code at the bottom of this page.
In-Person: Tuesday, February 4	12:00 p.m. - 1:30 p.m.	Gresham Park Recreation Center 3113 Gresham Rd SE, Atlanta, GA 30316
Virtual: Wednesday, February 5	12:00 p.m. - 1:00 p.m.	Virtual Zoom Meeting Access by using the QR code at the bottom of this page.
In-Person: Thursday, February 6	6:00 p.m. - 7:30 p.m.	Tucker City Hall 1975 Lakeside Pkwy Suite 350, Tucker, GA 30084
Virtual: Friday, February 7	12:00 p.m. - 1:00 p.m.	Virtual Zoom Meeting Access by using the QR code at the bottom of this page.
In-Person: Tuesday, February 11	12:00 p.m. - 1:30 p.m.	Center for Pan Asian Community Services 3510 Shallowford Rd. Atlanta, GA 30341
In-Person: Tuesday, February 11	6:00 p.m. - 7:30 p.m.	Lou Walker Senior Center 2538 Panola Rd, Lithonia, GA 30058
Virtual: Wednesday, February 19	12:00 p.m. - 1:00 p.m.	Virtual Zoom Meeting Access by using the QR code at the bottom of this page.
In-Person: Thursday, February 20	6:00 p.m. - 7:30 p.m.	East Central DeKalb Community & Senior Center 4885 Elam Rd, Stone Mountain, GA 30083

Legend: Virtual Meeting:



WANT TO ATTEND A VIRTUAL MEETING?
 Scan the code or visit <https://bit.ly/martanextgen> to register.

Digital Reach

- The YouTube video: **647**
- Impressions: **261,180**
- Clicks: **370**
- Surveys: **470 completed**





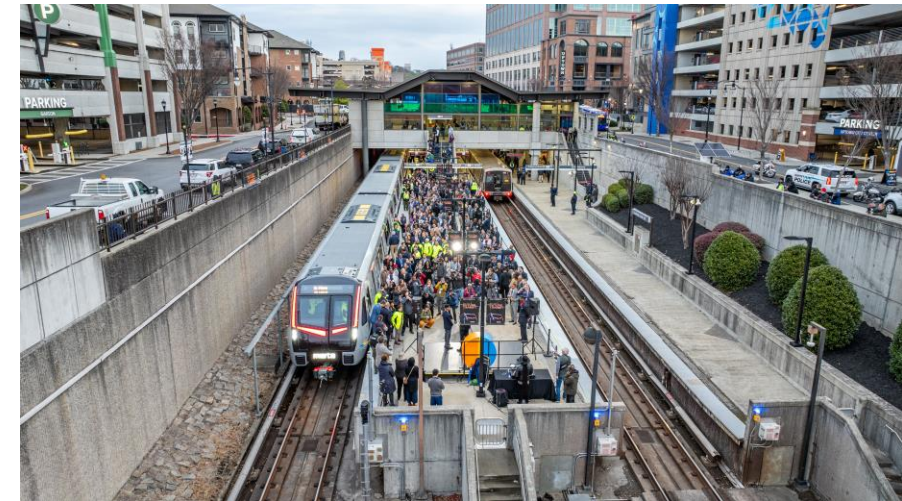
Public Engagement Pics

Events & Partnerships

- ✓ State of MARTA
- ✓ Clayton County School STEM Day
- ✓ MLK Day
- ✓ National Transit Equity Day



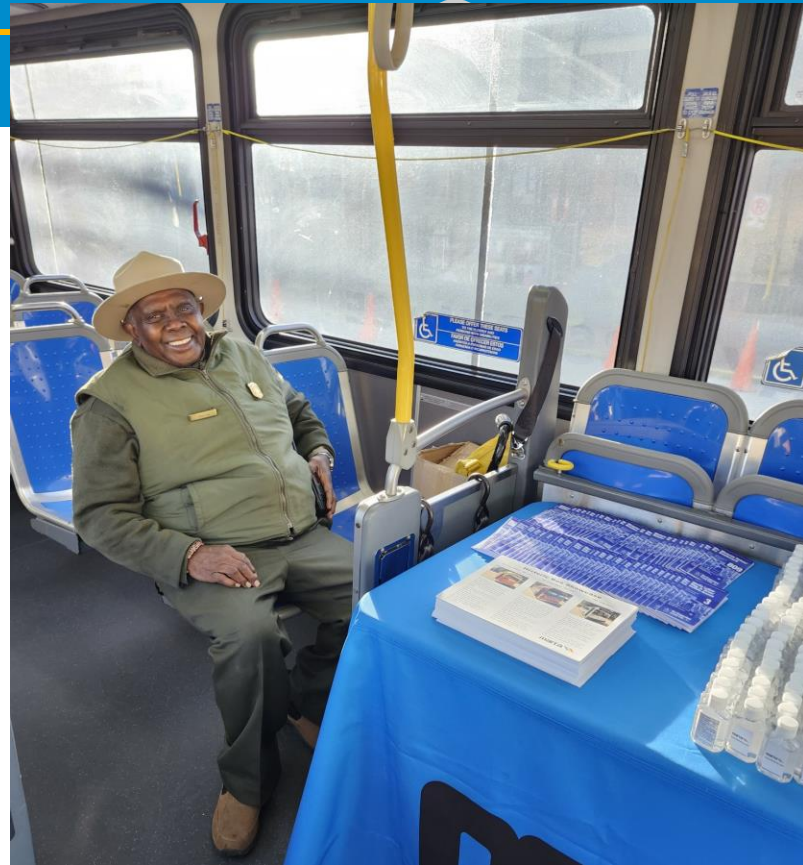
State of MARTA



State of MARTA

Partnerships

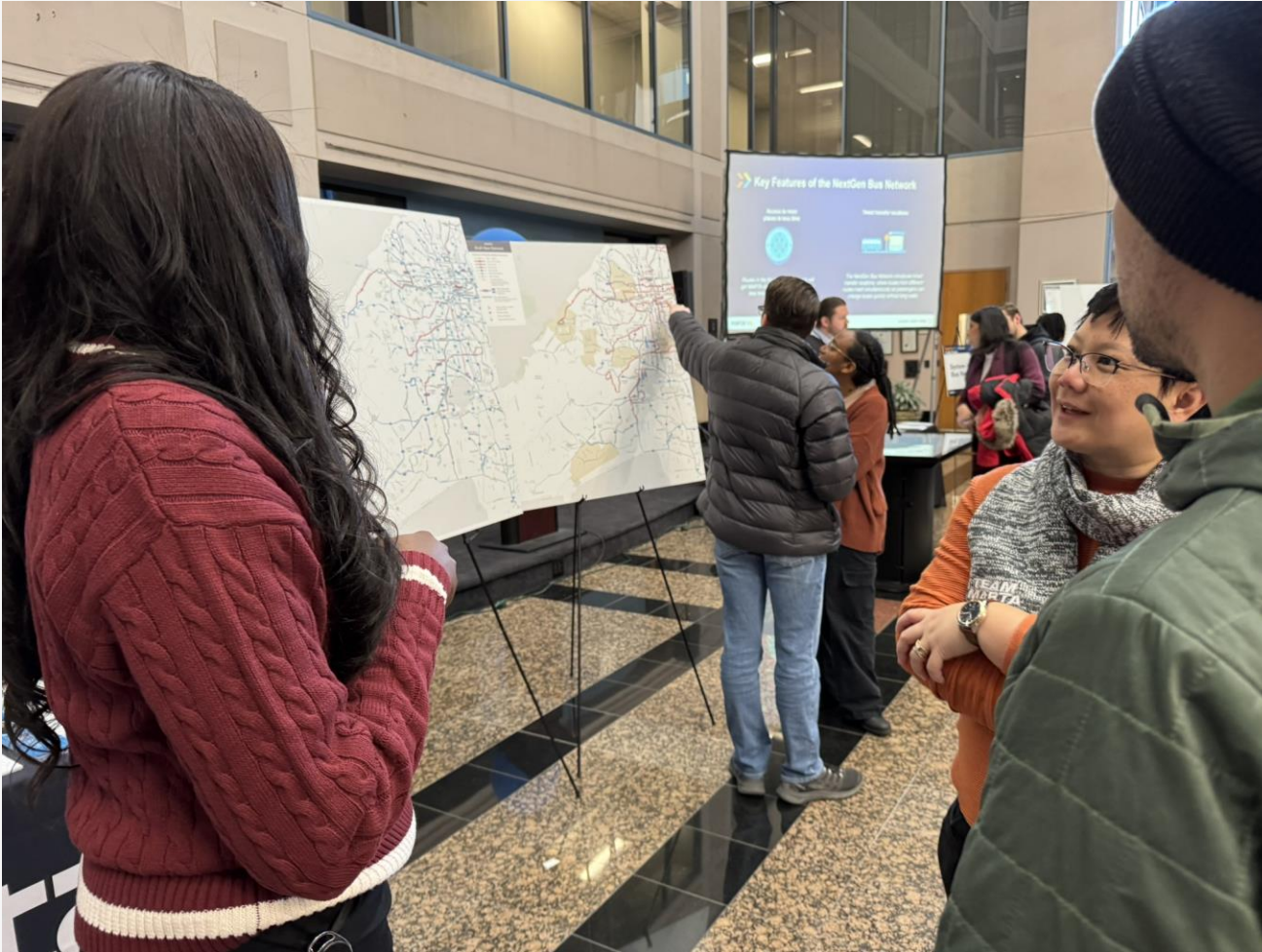




Community Events

Upcoming Events

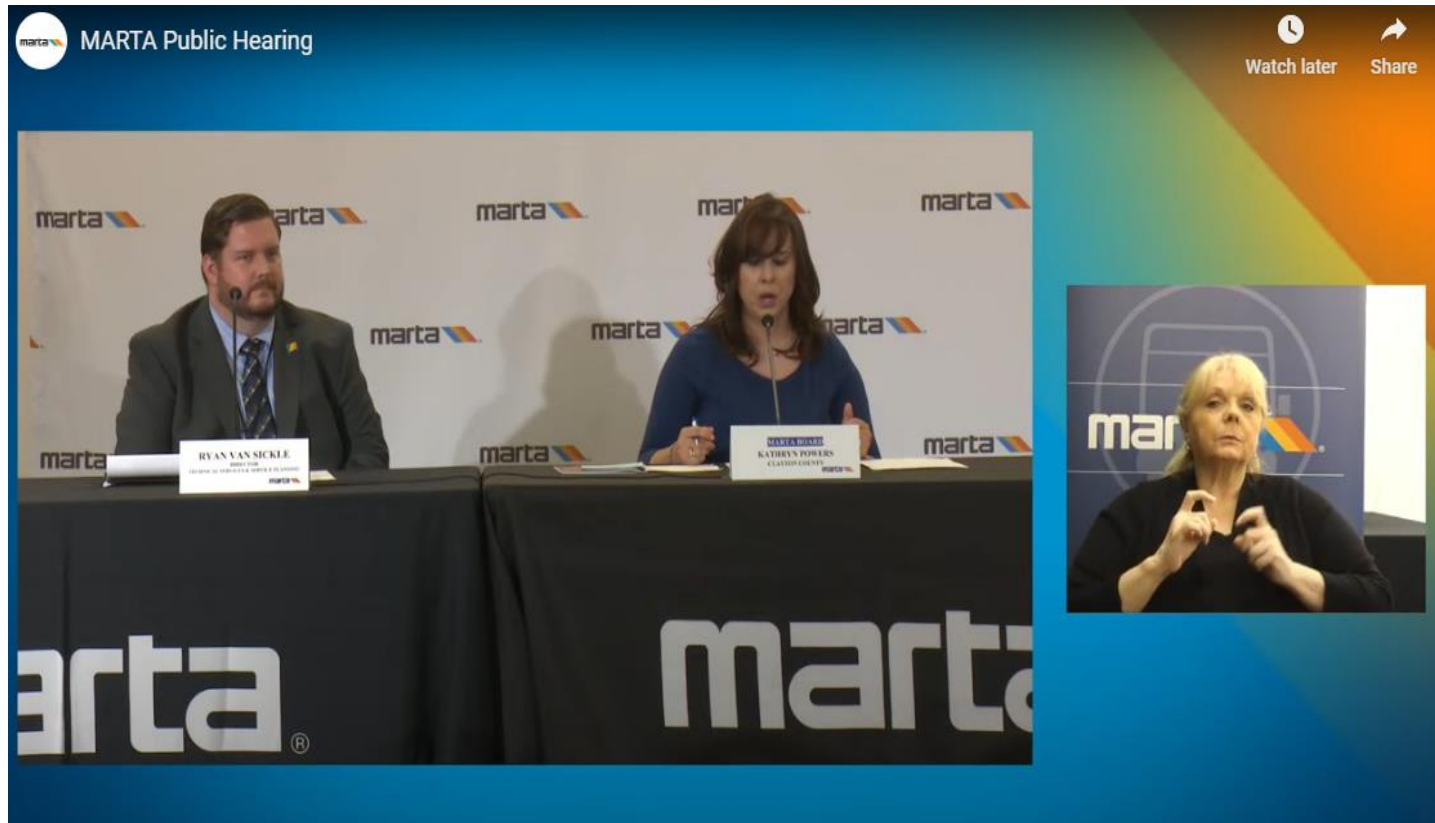
Public Hearings



- **Fiscal Year 2026 Budget Hearing**
 - ✓ Mid May 2025
 - ✓ One (1) meeting
 - ✓ In-person-Hybrid
 - ✓ Live Streamed

- **Next Gen Bus Network Re-Design Public Hearings**
 - ✓ Late May 2025 (TBD)
 - ✓ Four (4) meetings
 - ✓ In-person - Hybrid
 - ✓ Live streamed

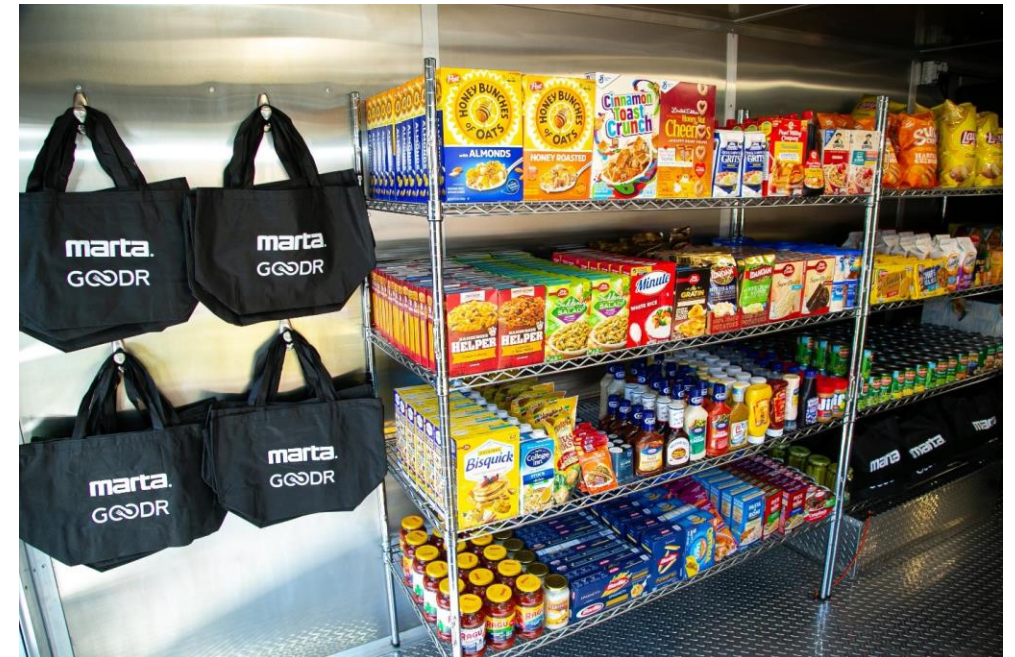
Public Hearing Outreach



- ✓ AJC Ad (legal publication)
- ✓ Neighborhood news circulators
 - Email/Digital blasts 150,000+
- ✓ MARTA website post
- ✓ Social media
- ✓ Literature drops
- ✓ Yard Signage
- ✓ Station canvassing
- ✓ Press Release

MARTA/GoodR Pop-ups

- ✓ MARTA, GoodR and Clayton County are partnering to assist families facing food insecurity.
- ✓ The GoodR pop-ups are open to high need individuals and families.
- ✓ Seven (7) grocery mini-markets
- ✓ Registration is on a first come, first serve basis limited to the first 100 people.



GOODR
FEED MORE || WASTE LESS

marta

CLAYTON
COUNTY • GEORGIA
Cc: Clayton connected





Look Ahead

- ✓ Office of Public Engagement 2025 Strategies
- ✓ March External Relations Committee



Thank You

