



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, FEBRUARY 18, 2021**

**ATLANTA, GEORGIA**

**via WebEx**

**MEETING SUMMARY**

Committee Chair Robert Ashe called the meeting to order at 10:00 a.m.

<b>Board Members Present</b>	<b>Staff Members Present</b>
Robert Ashe III, Chair	Jeffrey Parker
Rita Scott, Vice Chair	Collie Greenwood
Al Pond	Elizabeth O’Neill
Christopher Tomlinson <sup>1</sup>	Luz Borrero
Freda Hardage	Melissa Mullinax
Reginald Snyder	Raj Srinath
Stacy Blakley	Rhonda Allen
William Floyd	

Also in attendance: Board General Counsel Justice Leah Ward Sears of Smith, Gambrell & Russell, LLP; other staff members: Kevin Hurley, Heather Alhadeff, Marsha Anderson Bomar, Jacqueline Holland, Jonathan Hunt, Colleen Kiernan, Michael Kreher, Jennifer Jinadu-Wright, Paula Nash, LaShanda Dawkins, Larry Prescott, Patricia Lucek, Kirk Talbott, Jacob Vallo, Ryan VanSickle, Richard Wallace, George Wright, Kenya Hammond and Tyrene Huff.

**Approval of the November 19, 2020 Planning and Capital Programs Committee Meeting Minutes**

Committee Chair Ashe called for a motion to approve the January 21, 2021 meeting minutes. Mrs. Hardage made a motion to approve. Mr. Pond seconded the motion. The minutes were approved unanimously by a vote of 7 to 0 with 8<sup>1</sup> members present.

**Resolution Authorizing the Solicitation of Proposals for the Procurement of Transit and Digital Advertising, RFP P48265**

Senior Director of Marketing and Sales Jennifer Jinadu-Wright presented the above resolution for approval. Issuance of the Transit Advertising RFP is necessary to maintain advertising revenue for the base contract term of ten (10) years and any option years, if exercised. Proposed advertising sites include exterior and interior space on rail cars and buses, external space on Paratransit fleet and display space within rail stations. The rail

<sup>1</sup>Christopher Tomlinson is the Executive Director of Georgia Regional Transportation Authority (GRTA) and is therefore a non-voting member of the MARTA Board of Directors.

station space will include the installation (by the contractor) of new digital displays as specified by this RFP.

Committee Chair Ashe called for a motion to approve. Mrs. Hardage made a motion to approve. Ms. Scott seconded the motion. The resolution was approved unanimously by a vote of 7 to 0 with 8<sup>1</sup> members present.

**Briefing – Non-Standard Bus Shelter Process**

Manager of Special Projects and Analysis, Ryan VanSickle presented a briefing outlining the non-standard bus shelter process. This process allows external parties to install bus shelters of varying types at MARTA bus stops. The request usually comes from local governments, developers, property owners, businesses, neighborhood associations and others. The process provides options for stops that do not meet MARTA’s shelter criteria primarily based on ridership and land use.

**Briefing – 2021 Legislative Update**

Senior Director, Government and Community Affairs, Colleen Kiernan, presented an update of the 2021 legislative session, focusing on Federal and State leadership, MARTA’s alignment with the state’s economic development strategy and MARTA’s transit line investment strategy.

**Other Matters**

None

**Adjournment**

The Committee meeting adjourned at 11:08 a.m.