



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

BUSINESS MANAGEMENT COMMITTEE

THURSDAY, OCTOBER 23, 2025

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair John Pond called the meeting to order at 9:33 A.M.

Board Members
Present:

Al Pond
Freda Hardage
Roderick Frierson
Rita Scott
Jennifer Ide
Jacob Tzegaegbe
Sagira Jones
Ryan Loke
Sarah Galica
Elizabeth Bolton-Harris
Shayna Pollock
Valencia Williamson

Board Members
Absent:

Kathryn Powers
Russell McMurry
Jannine Miller

Staff Members Present:

Jonathan Hunt
Rhonda Allen
LaShanda Dawkins
Kevin Hurley
Paul Lopes
Ralph McKinney
Steven Parker
Duane Pritchett
Larry Prescott
Michael Kreher

Also in Attendance: Peter Crofton, Phyllis Bryant, Chinnette Cannida, Kenya Hammond, Jacqueline Holland, Tyrene Huff, Tyson Morris, Paula Nash and Lawrence Williams

2. APPROVAL OF THE MINUTES

Minutes from September 25, 2025 Business Management Committee meeting.

Approval of the Minutes from September 25, 2025, Business Management Committee meeting. On a motion by Board Member Frierson, seconded by Board Member Galica, the motion by a vote of 8 to 0 with 8 members present.

3. RESOLUTIONS

Resolution Authorizing a One-Time Cost of Living Bonus for the Retirees and Beneficiaries of the MARTA Non-Represented Pension Plan

Approval of the Resolution Authorizing a One-Time Cost of Living Bonus for the Retirees and Beneficiaries of the MARTA Non-Represented Pension Plan. On a motion by Board Member Hardage, seconded by Board Member Loke, the resolution by a vote of 8 to 0 with 8 members present.

Resolution Authorizing the Award of a Contract for Specialized Professional Services for Information Security, Letter of Agreement (LOA) L50771

Approval of the Resolution Authorizing the Award of a Contract for Specialized Professional Services for Information Security, Letter of Agreement (LOA) L50771. On a motion by Board Member Ide, seconded by Board Member Tzegaegbe, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Award of a Single Source Contract for Mobile Applications Payment Gateway and Token Management Services, RFPP P50764.

Approval of the Resolution Authorizing the Award of a Single Source Contract for Mobile Applications Payment Gateway and Token Management Services, RFPP P50764. On a motion by Board Member Loke, seconded by Board Member Hardage, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing a Modification in Contractual Authorization for Professional Services for B2GNow Software Maintenance and Support, LOA, L45246

Approval of the Resolution Authorizing a Modification in Contractual Authorization for Professional Services for B2GNow Software Maintenance and Support, LOA, L45246. On a motion by Board Member Tzegaegbe, seconded by Board Member Bolton-Harris, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978

Approval of the Resolution Authorizing a Modification in Contractual Authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, P27978. On a motion by Board Member Ide, seconded by Board Member Pollock, the resolution passed by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Award of a Single Source Contract for Maintenance and Support Services for MARTA Communications Service Manager, RFPP P50749

Approval of the Resolution Authorizing the Award of a Single Source Contract for Maintenance and Support Services for MARTA Communications Service Manager, RFPP P50749. On a motion by Board Member Loke, seconded by Board Member Bolton-Harris, the resolution by a vote of 10 to 0 with 10 members present.

Resolution Authorizing the Temporary Allowance of the Alcohol Advertising During Major Events Hosted in Atlanta

Approval of the Amended Resolution Authorizing the Temporary Allowance of the Alcohol Advertising During Major Events Hosted in Atlanta. On a motion by Board Member Ide, seconded by Board Member Hardage, the resolution passed by a vote of 11 to 0 with 11 members present.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee Meeting adjourned at 10:13 A.M.

Respectfully submitted,

A handwritten signature in blue ink, reading "Tyrene L. Huff". The signature is written in a cursive, flowing style.

Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://www.youtube.com/live/8VKa7nnFh5I?si=GU6pMQtYESDlqpx3>



Resolution Authorizing a Cost of Living Bonus for the Retirees of the MARTA Non-Represented Pension Plan

Business Management Committee
October 23, 2025

LaShanda R. Dawkins
Chief Administrative Officer

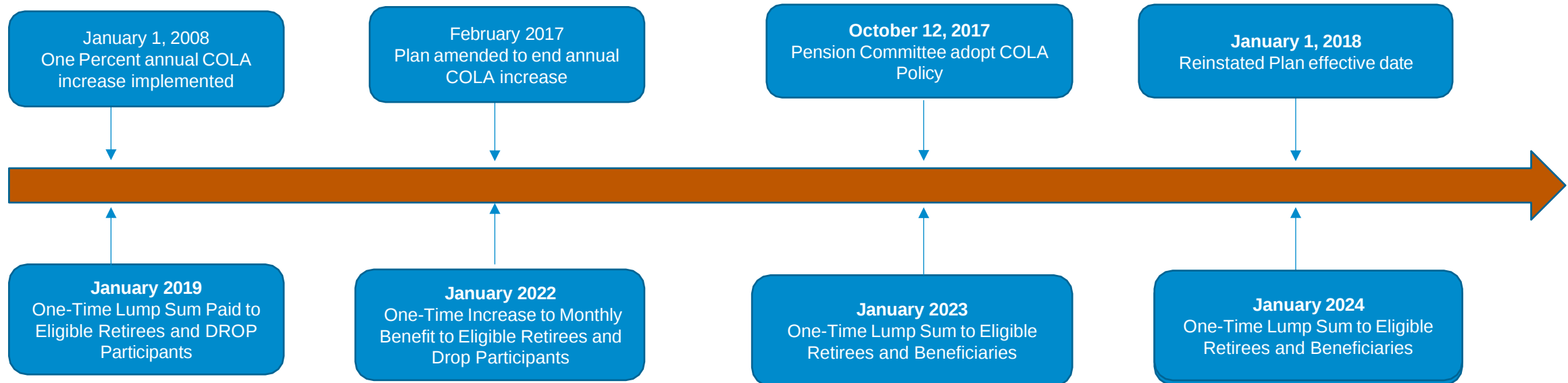


Cost of Living Recommendation

- One-time lump sum payment, equivalent of an additional monthly check, with minimum payment of \$1,200
- Benefit payable to eligible retirees and beneficiaries
- One time cost to the Plan of approximately \$3,113,561



Background



Key Factors Considered

- Rate of Return for the Plan Year ended December 31, 2024
- Funded Position of the Pension Plan
- Consumer Price Index (CPI) data for the preceding twelve-month period
- Plan Actuary guidance





Thank You



**RESOLUTION AUTHORIZING A ONE-TIME COST OF LIVING BONUS FOR THE
RETIREES AND BENEFICIARIES OF THE MARTA NON-REPRESENTED PENSION
PLAN**

WHEREAS, the MARTA Non-Represented Pension Plan (the “Plan”) requires the Management Pension Committee (the “Committee”) for the Plan to annually review and consider the adequacy of retirees’ pension benefits under the Plan with respect to a cost-of-living adjustment (“COLA”) and MARTA’s financial condition and ability to fund a COLA, and, if warranted, recommend a COLA to the Board of Directors for consideration.

WHEREAS, the Committee adopted a Cost-of-Living Adjustment (COLA) Policy (the “Policy”), effective October 12, 2017, to establish procedures and guidelines for such review by the Committee.

WHEREAS the Committee during its annual review, in accordance with the Plan and with the guidance of the Plan’s actuary, considered, among other items, the rate of return for the plan year ended December 31, 2024, the funding position of the Plan, and Consumer Price Index (CPI) data for the most recent preceding twelve month period, and determined that a cost of living adjustment would be appropriate.

WHEREAS, the Committee has recommended a cost-of-living bonus for Retirees and Beneficiaries in pay status as of January 1, 2025, in the Plan (collectively, “Eligible Participants”) in the form of a one-time lump sum equivalent to an additional monthly check with a minimum payment of \$1,200 and a maximum payment based upon the monthly benefit payment that the retiree and/or beneficiary is already entitled, payable or deferred, as applicable, by January 2026.

WHEREAS the Plan's actuary has determined that this action will have an approximate one-time cost of \$3,113,561 to the Plan.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority hereby authorizes and approves a cost-of-living bonus for Eligible Participants (as described above) in the form of a one-time lump sum payment equivalent to an additional monthly check with a minimum payment of \$1,200 and a maximum payment based upon the monthly benefit payment that the retiree and/or beneficiary is already entitled, payable or deferred as applicable by January 2026. Said payment shall be paid separate from the regular monthly benefit payment.

RESOLVED FURTHER, that the Chair of the Committee of his delegates are hereby authorized and directed to take all actions, and to execute and deliver all agreements, instruments, indentures, forms, notices, powers of attorney, and other documents as they shall respectively deem necessary to carry out the intent of the foregoing resolutions.

Approved as to Legal Form:

Signed by:

Duane Pritchett

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



**Resolution Authorizing the Award of a
Contract for Specialized Professional
Services for Information Security, Letter
of Agreement (LOA) L50771**

Business Management Committee

Oct 23, 2025

Lawrence Williams, AGM Information Security

CISO

Department of Information Security

Background

Specialized Professional Services to provide:

- Augmentation to current cybersecurity staff
- Continued protection of the Authority's information systems and operational technology
- Compliance with federal and state cybersecurity requirements

Key Benefits for MARTA's Cybersecurity Environment:

- Provides critical staffing and technical expertise
- Ensures compliance with federal and state cybersecurity mandates (NIST, TSA, CISA)
- Enhances MARTA's ability to respond to incidents and protect operational technology systems
- Supports ongoing audit readiness, risk management, and enterprise security initiatives
- Promotes continuity of operations and alignment with MARTA's mission of safe, reliable service

Procurement/Financial Considerations

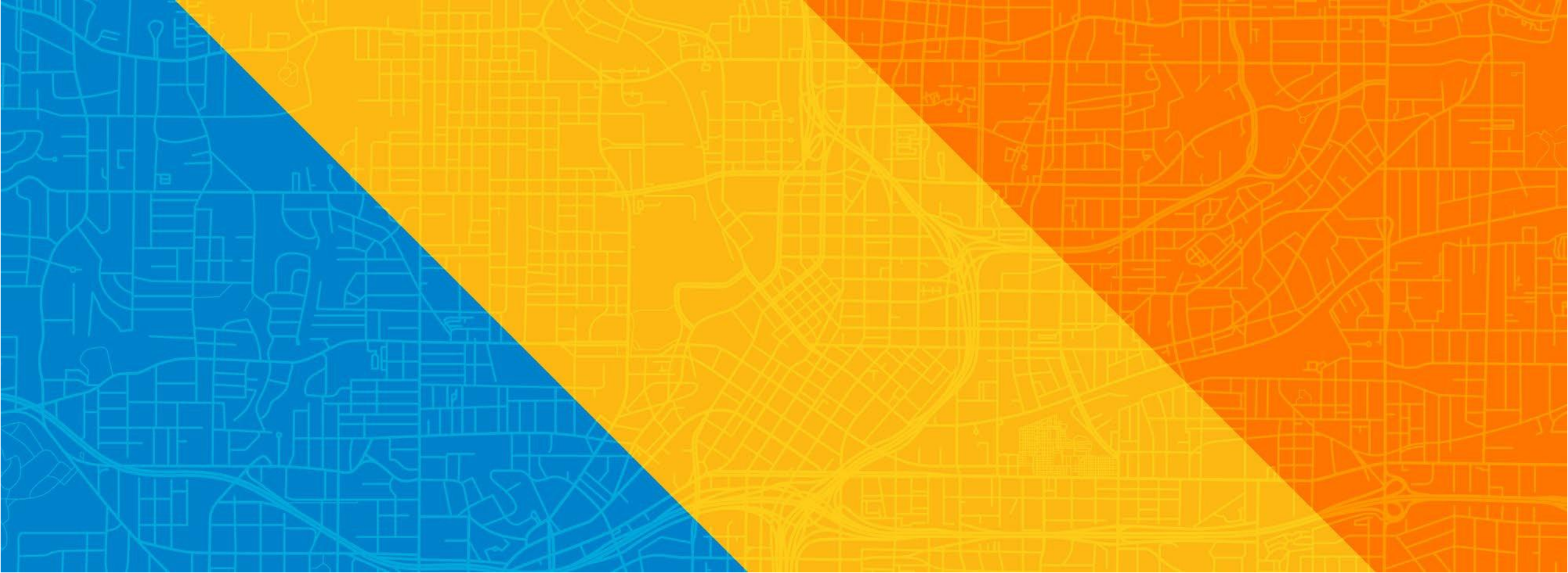
- September 2nd, 2025 MARTA requested proposals from select firms
- Three (3) firms responded by September 29, 2025
- Firm fixed unit price contract for a term of one (1) year

Financial Consideration

This 1-year contract is being funded with 100% Local Operating Funds totaling \$1,841,280 from the approved FY2026 budget.

Board Request

The Department of Information Security requests the Business Management Committee recommend the approval of the resolution authorizing the award of contracts for Specialized Professional Services for Information Security, Letter of Agreement (LOA) L50771 in the amount of 1,841,280 to Gantec Corporation, Charter Global and Numbers Only Inc.



Thank You



**RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR SPECIALIZED
PROFESSIONAL SERVICES FOR INFORMATION SECURITY,
LETTER OF AGREEMENT (LOA), L50771**

WHEREAS, the Authority's Department of Information Security has identified the need for Specialized Professional Services for Specialized urement of Professional Services for Information Security, Letter of Agreement Number L50771; and

WHEREAS, on September 2, 2025, the Metropolitan Atlanta Rapid Transit Authority requested proposals from selected firms; and

WHEREAS, on September 29, 2025, the Metropolitan Atlanta Rapid Transit Authority received proposals from three (3) firms; and

WHEREAS, the Authority's staff determined that Gantec Corporation, Charter Global, and Numbers Only Inc. submitted the most advantageous responsive and responsible proposals.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and hereby is, authorized to execute a Letter of Agreement (LOA) on substantially the same terms and conditions as contained in the L50771 between the Authority and Gantec Corporation, Charter Global, and Numbers Only Inc., for Specialized Professional Consulting Services in the amount of \$1,841,280.00

Approved as to Legal Form:

Signed by:

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**Interim Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**

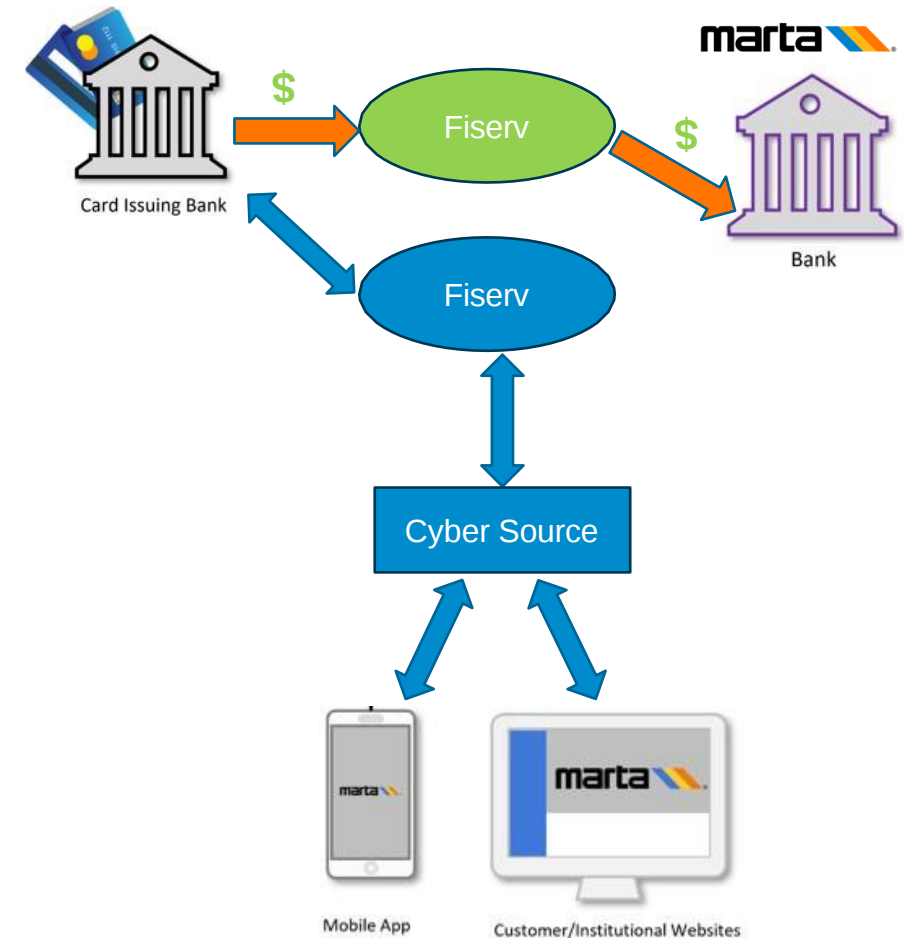


Resolution Authorizing the Award of a Single Source Contract for Payment Processing: Mobile Application & Website Gateway

MARTA Business Management Committee
October 23, 2025

Overview

- Staff is requesting approval of a 4-year single source contract with Cyber Source valued at \$685,792
- As part of our AFC 2.0 Project MARTA needs to engage a new gateway provider for our mobile payment application and website ticket sales
- Cyber Source is the requested provider due to its established relationship with INIT, security, compliance, integration capabilities, and cost efficiency
- Cyber Source will facilitate mobile and web payments by securely capturing and transferring transaction data between MARTA and customers' card issuing banks



Benefits of Cyber Source

- **Integration:** Direct integration within the new INIT payment system reducing development costs and implementation time
- **Security & Compliance:** PCI DSS certified ensuring secure transaction processing
- **Reliability:** Track record of high uptime and fast transaction processing speeds



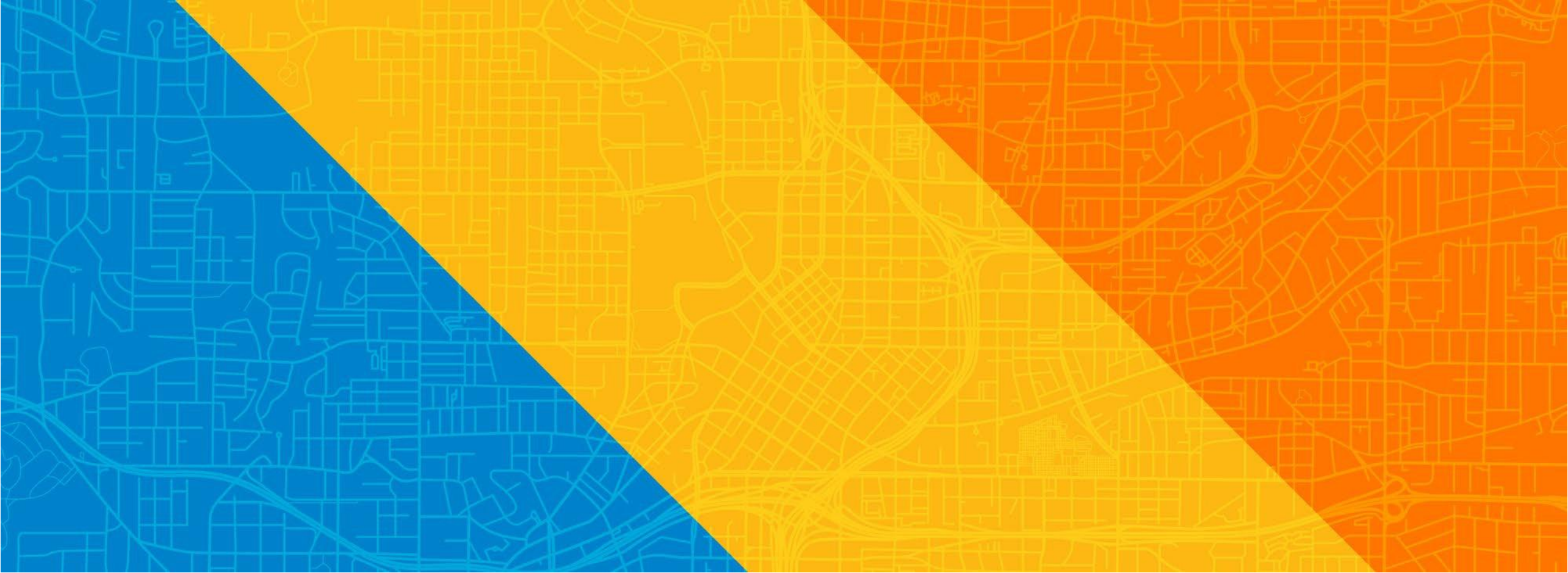
Cost

- **Cost Components:** Cyber Source charges two types of fees: per transaction processed and per card stored (typically one card per customer)
- **Pricing:** Both fees follow a tiered, volume-based pricing structure
- **Contract Sizing:** The requested contract size of \$685,792 reflects historical usage and the projected demand for this sales channel under AFC 2.0
- **Contract Review:** MARTA's Department of Internal Audit conducted a cost/price analysis and determined the prices to be fair and reasonable



Board Request

The Department of Chief Financial Officer requests the Business Management Committee recommends to the full Board the approval of a 4-year single source contract with Cyber Source for payment gateway services in the amount of \$685,792



Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR MOBILE APPLICATIONS
PAYMENT GATEWAY AND TOKEN MANAGEMENT SERVICES, RFPP P50764**

WHEREAS, the Authority's Office of Treasury Services has identified the need for mobile application payment gateway and token management services, Request for Price Proposal Number P50764; and

WHEREAS, on May 13, 2025, the Metropolitan Atlanta Rapid Transit Authority duly sent the Request for Price Proposal to the Single Source Proprietor; and

WHEREAS, MARTA staff has determined that it is necessary to procure mobile application payment gateway and token management services; and

WHEREAS, the Department of Internal Audit conducted a Price/Cost Analysis and determined prices to be fair and reasonable; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and hereby is, authorized to execute a Single Source Contract on substantially the same terms and conditions as contained in the Request for Price Proposal Number (RFPP) P50764, between the Authority and CyberSource Corporation for mobile application payment gateway and token management services in the amount of \$685,792.00.

Approved as to Legal Form:

Signed by:

Duane Pritchett

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**Interim Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing a Modification in
Contractual Authorization for Professional
Services for
B2GNow Software Maintenance and Support,
LOA, L45246

Business Management Committee
October 23, 2025
Tyson Morris, AGM Technology / CIO
Department of Technology



Background

B2GNow: Ensuring transparency and accountability in vendor compliance.

Two-year extension of the **maintenance and support** of B2GNow modules.

- DBE & SBE Certifications
- Reporting
- Contract Compliance
- Bid Tracking
- Goal setting
- Outreach Management
- Labor Requirements





Financial / Procurement Considerations

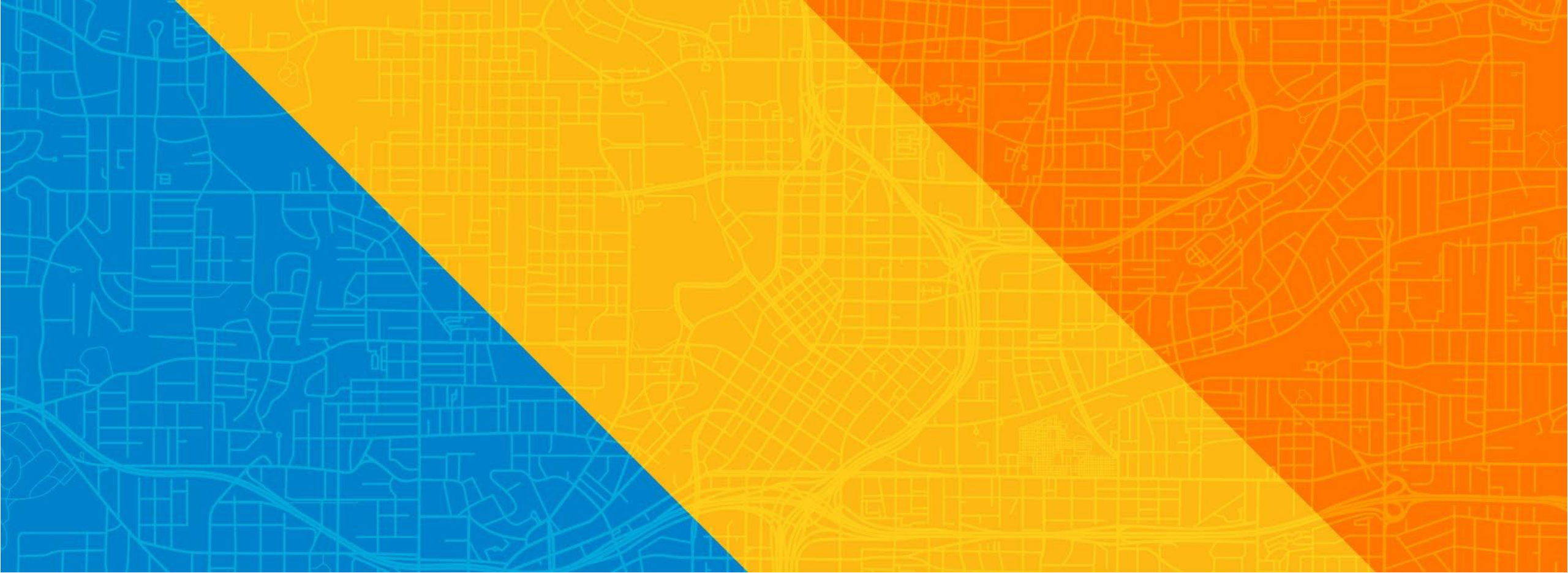
Financial Considerations

- Seeking a two (2) year contract extension.
- Upon approval, procurement will be funded with (100%) Operational funds

• Current Contract Value	\$459,537.00
• Additional Funds Requested	\$203,222.45
• Total Contract Value	\$662,759.45

Board Request

The Department of Technology requests the Business Management Committee recommend approval of the Resolution Authorizing a Modification in Contractual **Authorization for Professional Services for B2GNow Software Maintenance and Support, LOA, L45246** which will increase the maximum contract value to \$662,759.45.



Thank You



**RESOLUTION AUTHORIZING A MODIFICATION IN CONTRACT ACTUAL
AUTHORIZATION FOR PROFESSIONAL SERVICES FOR B2GNOW SOFTWARE
MAINTENANCE AND SUPPORT, LOA L45246**

WHEREAS, on November 26, 2019 the General Manager entered into a Contract with AskReply, Inc. d/b/a B2Gnow for Professional Services for B2Gnow Software Maintenance and Support, L45246; and

WHEREAS, on December 8, 2022, MARTA's Board of Directors authorized a modification to add additional funds in the amount of \$266,292.00 and extend the contract term for two (2) years; and

WHEREAS, MARTA staff has determined that it is in the best interest of the Authority to extend the term for two (2) additional years and increase the contract value to provide for known changes and additions to the contract; and

WHEREAS, all contractual changes and additions for this modification will follow the Authority's procurement policies and guidelines; and

WHEREAS, the Department of Internal Audit had completed a price analysis and determined the price to be fair and reasonable; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and

hereby is, authorized to extend the contract term and increase the authorization for Contract No. L45246 Professional Services for B2Gnow Software Maintenance and Support from \$459,537.00 to \$662,759.45.

Approved as to Legal Form:

Signed by:

Duane Pritchett

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**Interim Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing a Modification in
Contractual Authorization for Maintenance and
Support for
Oracle HCM, ERP Subscription Licenses, P27978

Business Management Committee
October 23, 2025
Tyson Morris, AGM Technology / CIO
Department of Technology



Background & Purpose

Background

- Oracle is MARTA's "book of record" for financial, HR, and supply chain operations

Purpose

- Renew the bundle and extend the Oracle ERP and HCM subscription licenses for three years
 - Hosting
 - Maintenance
 - Integrations
 - Software upgrades
 - Security patches
 - Additional test and development environments



Financial / Procurement

Financial Considerations

This 3-year contract is funded with 100% capital funds

- Current Contract Value \$36,868,805.09
- Additional funds Requested \$ 5,836,938.67
- Total Contract Value \$42,705,743.76

Board Request

The Department of Technology requests the Business Management Committee recommend the approval authorizing a modification in contractual authorization for maintenance and support for Oracle HCM, ERP Subscription Licenses, P27978 with Oracle America, Inc. by \$5,836,938.67 to a maximum contract value of \$42,705,743.76.



Thank You



**RESOLUTION AUTHORIZING THE MODIFICATION IN CONTRACT ACTUAL
AUTHORIZATION FOR MAINTENANCE AND SUPPORT FOR ORACLE DATABASE,
ERP AND ID MANAGEMENT LICENSES, P27978**

WHEREAS, on December 02, 2012 the General Manager entered into a Contract with Oracle America, Inc. for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals RFP 27978; and

WHEREAS, on April 14, 2015 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to extend the contract term and add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$1,277,024.50; and

WHEREAS, on December 15, 2016 the General Manager/CEO's contingency of \$189,851.20 was requested and utilized; and

WHEREAS, on April 13, 2017 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$1,316,623.05; and

WHEREAS, on April 12, 2018 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$684,543.30; and

WHEREAS, on October 6, 2018 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to extend the contract term and increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$7,704,727.00; and

WHEREAS, on August 12, 2021 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to extend the contract term and increase the contractual authorization for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$7,219,680.00; and

WHEREAS, on December 13, 2021 the General Manager/CEO's contingency of \$194,512.00 was requested and utilized; and

WHEREAS, on May 9, 2024 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to

increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$1,831,313.17; and

WHEREAS, on September 26, 2024 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$12,514,079.00; and

WHEREAS, On April 2, 2025, the General Manager/CEO's contingency of \$69,200.71 was requested and utilized; and

WHEREAS, On June 12, 2025 MARTA's Board of Directors of the Metropolitan Atlanta Rapid Transit Authority authorized the General Manager/CEO or his delegate to increase the contractual authorization to add additional funds for Maintenance and Support for Oracle Database, ERP and ID Management Licenses, Request for Proposals P27978 in the amount of \$1,347,251.16; and

WHEREAS, MARTA staff has determined that it is in the best interest of the Authority to increase the contract value to provide for known changes and additions to the contract; and

WHEREAS, the Department of Internal Audit performed a cost/price analysis and determined the proposed amount of \$5,836,938.67 to be fair and reasonable.

WHEREAS, all contractual changes and additions for this modification will follow the Authority's procurement policies and guidelines; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and hereby is, authorized to extend the contract term and increase the authorization for Contract No. P27978 Maintenance and Support for Oracle Database, ERP and ID Management Licenses from \$36,868,805.09 to \$42,705,743.76.

Approved as to Legal Form:

Signed by:

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**Interim Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Resolution Authorizing the Award of a Single
Source Contract for Maintenance and Support
Services
for MARTA Communication Service Manager,
RFPP P5O749

Business Management Committee
October 23, 2025
Tyson Morris, AGM Technology / CIO
Department of Technology

Background

- Requesting the procurement of Maintenance and Support for TIBCO for three years to support the migration to the TIBCO Cloud platform
- TIBCO is an integration and orchestration platform that connects applications, data, and services using APIs (Application Programming Interfaces)

These APIs are deeply integrated in the MARTA environment with:

- Buses
- Rail system
- Station Signage
- itsmarta.com
- MOTG app
- DrugPak
- Everbridge





Financial / Procurement Considerations

Financial Considerations

- The cost of the procurement is \$324,544.50
- This is a single source procurement
- Upon approval, this 3-year contract is funded with 100% capital funds



Board Request

The Department of Technology requests the Business Management Committee recommend approval authorizing **Procurement of Maintenance and Support Services for MARTA Communications Service Manager P50749**, with Cloud Software Group, Inc. in the amount of \$324,544.50.



Thank You



**RESOLUTION AUTHORIZING AWARD OF A SINGLE SOURCE CONTRACT FOR
MAINTENANCE AND SUPPORT SERVICES FOR MARTA COMMUNICATIONS SERVICE
MANAGER, RFPP P50749**

WHEREAS, the Authority's Office of Technology Applications has identified the need for Maintenance and Support Services for Marta Communications Service Manager, Request for Price Proposal Number RFPP P50749; and

WHEREAS, on January 23, 2025, the Metropolitan Atlanta Rapid Transit Authority duly sent the Request for Price Proposal to the Single Source Proprietor; and

WHEREAS, it is necessary to procure Maintenance and Support Services for MARTA Communications Service Manager; and

WHEREAS, the Department of Internal Audit has performed a Price/Cost Analysis and determined the prices to be fair and reasonable; and

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the Interim General Manager/CEO or his delegate be, and hereby is, authorized to execute a Single Source Contract on substantially the same terms and conditions as contained in the Request for Price Proposal Number RFPP P50749, between the Authority and Cloud Software Group, Inc., for Maintenance and Support Services for MARTA Communications Service Manager in the amount of \$ 324,544.50.

Approved as to Legal Form:

Signed by:

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**Interim Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**

RESOLUTION AUTHORIZING THE TEMPORARY ALLOWANCE OF ALCOHOL ADVERTISING DURING MAJOR EVENTS HOSTED IN ATLANTA

Chinnette Cannida,
Sr. Director, Marketing & Sales
10/23/25



Temporary Alcohol Advertising Proposal

Proposal:

- Temporarily allow alcohol advertising during:
 - **World Cup (May–Aug 2026)**
 - **Super Bowl (Jan–Mar 2028)**
- **Projected Revenue:** \$75K–\$150K* (World Cup period)
*Assumes ALL alcohol brands permitted (not only FIFA sponsors)
- **Context:**
 - Current ban would be lifted only for these events
- **Rationale:**
 - Short-term, event-specific revenue boost
 - Common practice for major global sports events
- **Examples:**
 - Diageo (Don Julio, Johnnie Walker, Smirnoff) – FIFA Spirits Partner
 - Michelob Ultra (AB InBev) – Official Beer Partner



Revenue Impact & Strategic Alignment

- **Revenue Impact**
 - **2023–2025:** \$0 (due to current ad policy)
 - **World Cup Opportunity:** \$75K–\$150K in 4 months
- **Strategic Benefits**
 - Taps into global ad demand for major sporting events
 - Generates new, short-term revenue
 - Aligns MARTA with FIFA and major brand partners



Decision Considerations

- **Pros**

- Generates **\$75K–\$150K** in short-term revenue
- Aligns with **FIFA sponsor demand**
- Offsets costs for operations and programs

- **Cons**

- May raise concerns among policy supporters
- Requires oversight for ad placement and compliance

- **Board Decision**

- Weigh short-term financial gain against reputational and policy considerations

- **Recommendation**

- Approve **temporary suspension** of alcohol advertising ban for:
 - **World Cup 2026 (May–Aug)**
 - **Super Bowl 2028 (Jan–Mar)**





Thank You



**AMENDED RESOLUTION AUTHORIZING THE TEMPORARY
ALLOWANCE OF ALCOHOL ADVERTISING DURING MAJOR EVENTS
HOSTED IN ATLANTA**

WHEREAS, the Metropolitan Atlanta Rapid Transit Authority (MARTA) recognizes the unique opportunity presented by hosting major international and national events, including the 2026 FIFA World Cup and the 2028 Super Bowl, to enhance brand visibility and generate additional advertising revenue;

WHEREAS, MARTA's current advertising policy prohibits the display or sale of alcohol-related advertising on Authority property;

WHEREAS, MARTA staff have proposed a temporary suspension of this restriction during the months of May through August 2026, for the FIFA World Cup and during the months January through March 2028 for Super Bowl, to align with industry norms and capture increased advertising demand associated with these events;

WHEREAS, allowing alcohol advertising during these defined event periods would generate short-term revenue while maintaining MARTA's commitment to responsible and community-sensitive advertising standards;

WHEREAS, this measure is temporary in nature and shall not constitute a permanent amendment to MARTA's existing Advertising Policy;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority hereby authorizes the temporary allowance of alcohol advertising during the months of May through August in 2026 for FIFA World Cup and during the months of January through March in 2028 for Super Bowl.

Approved as to Legal Form:

Signed by:

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Chief Legal Counsel, Metropolitan Atlanta Rapid Transit Authority