



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, JANUARY 22, 2026**

**ATLANTA, GEORGIA**

**MEETING MINUTES**

**1. CALL TO ORDER AND ROLL CALL**

Committee Chair Sagirah Jones called the meeting to order at 11:45 A.M.

**Board Members**

**Present:**

Al Pond  
Freda Hardage  
Roderick Frierson  
Valencia Williamson  
Jennifer Ide  
Sagirah Jones  
Elizabeth Bolton-Harris  
DeVon Hudson

**Board Members**

**Absent:**

Kathryn Powers  
Jacob Tzegaegbe  
Russell McMurry  
Jannine Miller  
Ryan Loke  
Sarah Galica  
Shayna Pollock

**Staff Members Present:**

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

**Also in Attendance:**

Sarah Greenberg, Chinnette Cannida, Phyllis Bryant, Kenya Hammond, Tyrene Huff, Jennifer Larosa and Paula Nash

**2. APPROVAL OF THE MINUTES**

**Approval of the November 20, 2025, External Relations Committee Minutes**

Approval of the November 20, 2025, External Relations Committee minutes. On a motion by Board Member Bolton-Harris, seconded by Board Member Frierson, the motion passed by a vote of 7 to 0 with 1 member abstaining and 8 members present.

**3. BRIEFING**

**Legislative and Community Engagement Update**

Jennifer Larosa, Sr. Director, Government and Community Affairs provided the Committee with an update of Government and Community Affairs public engagement initiatives and MARTA's Legislative agenda.

**Marketing & Sales CY 2025 Highlights**

Chinnette Cannida, Sr. Director, Marketing and Sales, provided the Committee with an overview of key marketing and sales initiatives from the past year, highlighting how these efforts strengthened MARTA's brand and community presence, and demonstrate how strategic partnerships and activations supported visibility, engagement, and organizational priorities across metro Atlanta.

**4. OTHER MATTERS**

None

**5. ADJOURNMENT**

The Committee meeting adjourned at 12:05 P.M.

Respectfully submitted,



Tyrene L. Huff  
Assistant Secretary to the Board

YouTube link: <https://bit.ly/012226BoardCommitteeMeetings>



# External Relations Board Update

Jennifer Larosa, Sr. Director Government & Community Affairs  
January 22, 2026

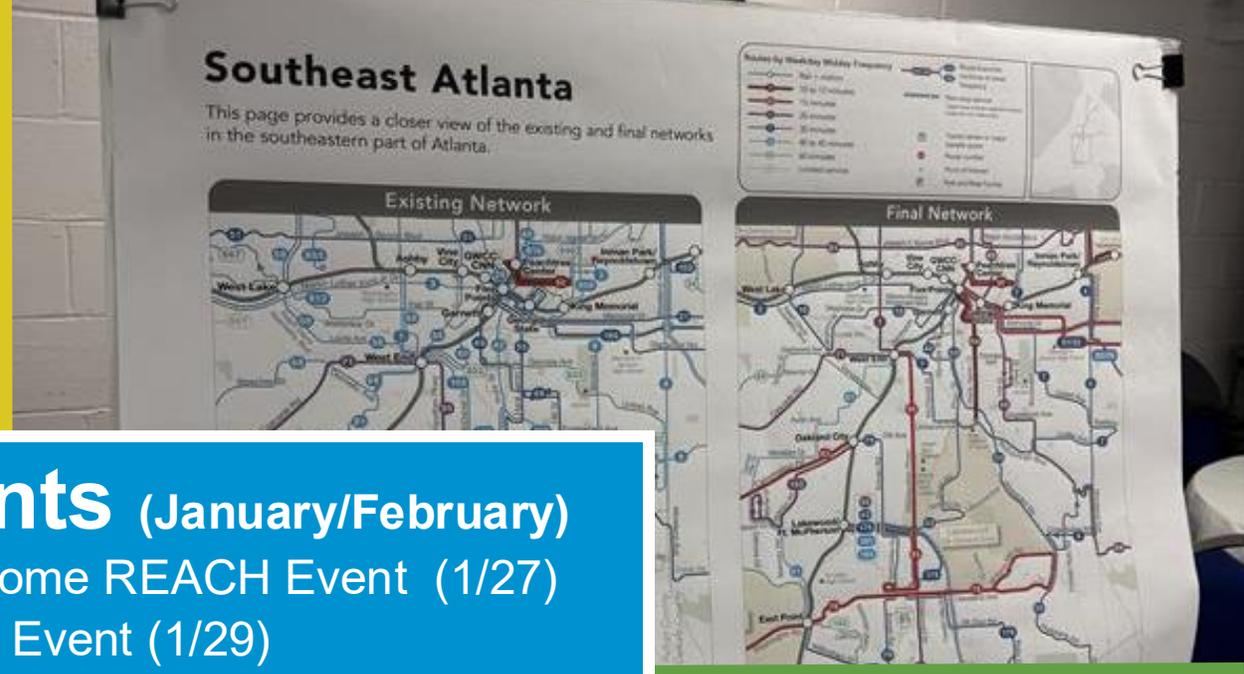




## Successful Events (November/December/January)

- Edgewood Senior Community Townhall (11/6)
- Goodr # 6 (11/12)
- Concerned Black Clergy Leadership Meeting (11/17)
- Concerned Black Clergy Luncheon (11/20)
- H.E. Holmes Turkey Distribution (11/20)
- West End Turkey Distribution with Commissioner Ivory (11/21)
- Kensington Turkey Distribution with CEO Cochran-Johnson (11/21)
- Helene S. Mills Senior Meeting (11/21)
- NPU J Meeting (12/2)
- Goodr #7 (12/4)
- Atlanta Housing Generations of Joy Holiday Event (12/20)
- Holiday Makers Market Touch-a-Truck Event (12/21)
- North DeKalb Senior Center (1/13)
- MLK, Jr. Day Event (1/19)
- Lou Walker Senior Center Meeting (1/20)
- QLS Meadows (CoA) REACH Event (1/21)





## Scheduled Events (January/February)

- South DeKalb Senior Home REACH Event (1/27)
- Clark Atlanta University Event (1/29)
- MARTA Open House at HQ (1/29)
- Leadership DeKalb (1/29)
- QLS Center (CoSF) REACH Event (2/2)
- Benson Senior Center Meeting (2/11)
- Trinity Towers Senior Meeting (2/19)
- MARTA Open House (2/26)





Holiday Makers Market Touch-a-Truck



Campbellton Ride Along



Food Distribution w/ Councilmember Bond



Clayton County Goodr



# Legislative Priorities

- Delegation Meetings
  - Clayton County (11/18)
  - Fulton and City of Atlanta at HQ (1/6)
  - DeKalb County (1/26)
- Caucus Meetings
  - House Democratic Caucus (2/11)
- Eggs and Issues BRT Simulation (1/14)



Thank You



# Office of Marketing & Sales January 2026 – External Relations Update

Chinnette Cannida,  
Sr. Director, Marketing & Sales



# Agenda – CY 2025 Highlights

- **Marketing & Special Events Metrics**
- **Campaign Highlights:**
  - Atlanta United 2025 Season
  - MARTA Celebrates Outkast
  - Holiday Market & Customer Appreciation Events
- **Advertise with MARTA**
- **What's New?**
  - New Year, New MARTA
  - FIFA World Cup 2026 Countdown



# Marketing & Special Events Metrics

Boost community engagement, brand visibility, and revenue through impactful events, partnerships, and targeted outreach. Metrics show how initiatives expand MARTA's reach and long-term value.

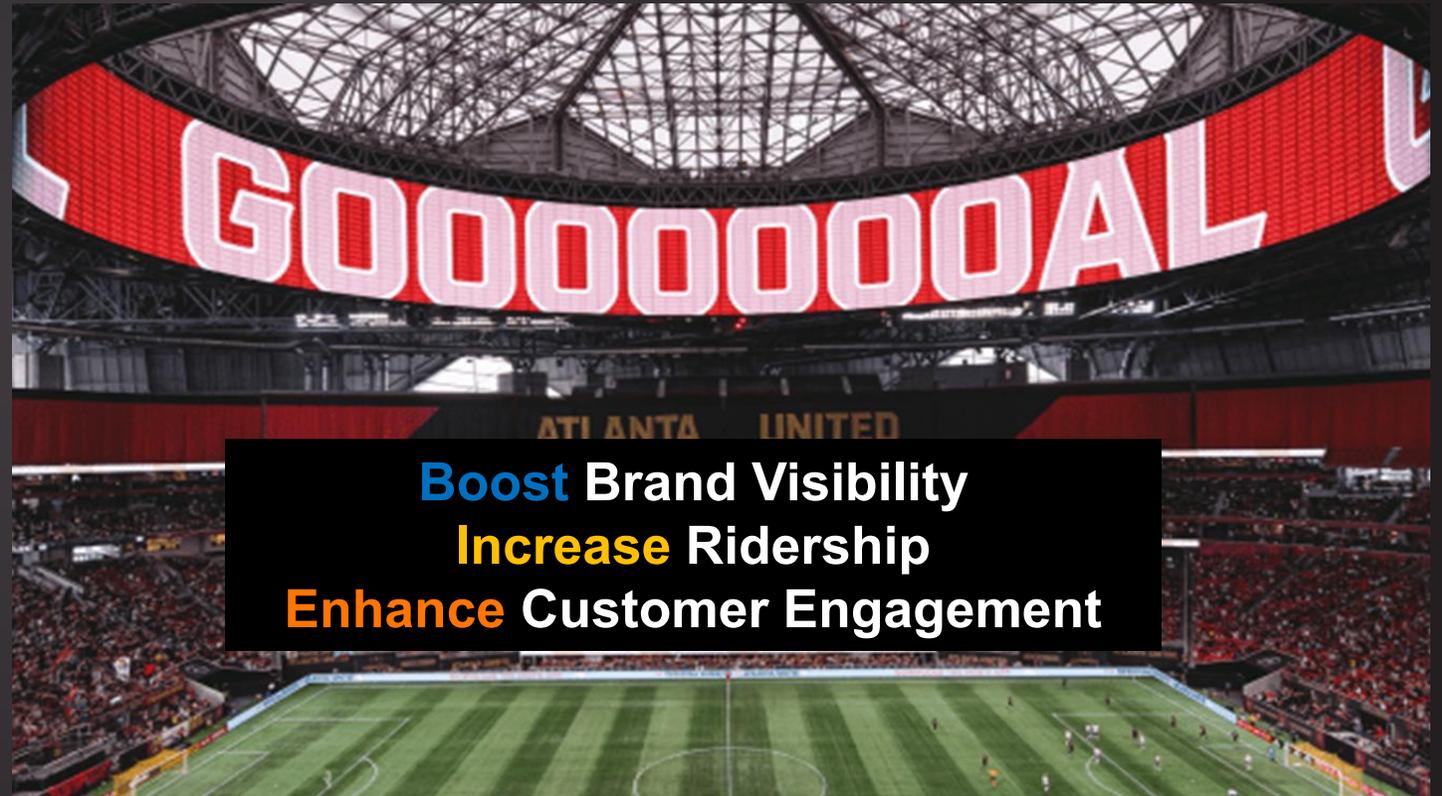
- **25 Events & Activations:**
  - Approx. 93,000 event attendees/ people reached. A 22.5% increase over 2024
- **NEW Events/Activations:** 404 Day Event & Parade, Reading & Riding Family Day, One Music Fest
- **Monthly E-Newsletter:** Highlights MARTA events, partnerships, and system improvements (List size: 100K):
  - Open rate (relevance): 40% 
  - Click rate (resonance): 0.56% 





## 2025 Season Partnership Highlights

- In-Stadium Branding
- Co-Branded Retail Collection
- MARTA Night
  - Employee Appreciation Engagement; MARTA Ticket Pack
- Digital, Social & Radio Campaign Performance



**Boost Brand Visibility**  
**Increase Ridership**  
**Enhance Customer Engagement**

# In-Stadium Graphics: 3.4M+ impressions

*Prime-Time, Larger than Life Branding*

- **Two minutes** on upper and lower-level 2,700-foot LED Ribbon Boards; **Two Minutes** on one-hundred foot tall, 6,700-square-foot Mega-Column in rotation with other brands = **64 mins of exposure**
- **Ten minutes** of content on **938** concourse TVs. in a rotation with other brands = **25,326 mins of exposure**



# MARTA Night = July 19<sup>th</sup> Atlanta United Home Game

## Activations & Engagement



- 2025 co-branded merch launch
- In-stadium activations
- “MARTA Night” ticket offer with co-branded merch + Breeze card
- Employee appreciation thank-you for **2024 APTA Agency of the Year Award** (1,262 free & discounted tickets claimed)



# Co-Branded Apparel Collection

## *Fans Repping Their Pride*

- Atlanta UTD's inventory sold out in less than 24 hours!
- **Ten pop-up sales** held in 2025 in rail stations, community events, and fan tailgates



# Social media, digital, and radio to broaden visibility and increase engagement

## Social Media Posts



9

TOTAL POSTS

180K+

TOTAL IMPRESSIONS

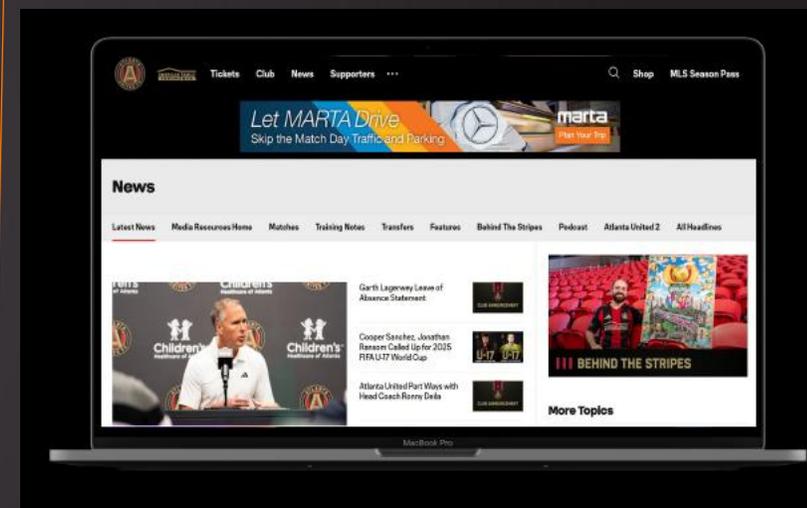
## Two 30-Second Radio Spots for 19 home games



465K

WEEKLY LISTENERS

## Run-of Site Ads



250K

TOTAL IMPRESSIONS

4M

PAGE VIEWS



**Atlanta United Fan Ridership YOY (% of match attendance):**  
2025 (752K): **22.4%** 2024 (565K): **19.2%** 2023: **22.5%**





# SKATETONIA 25

CELEBRATING 25 YEARS OF OUTKAST'S STANKONIA



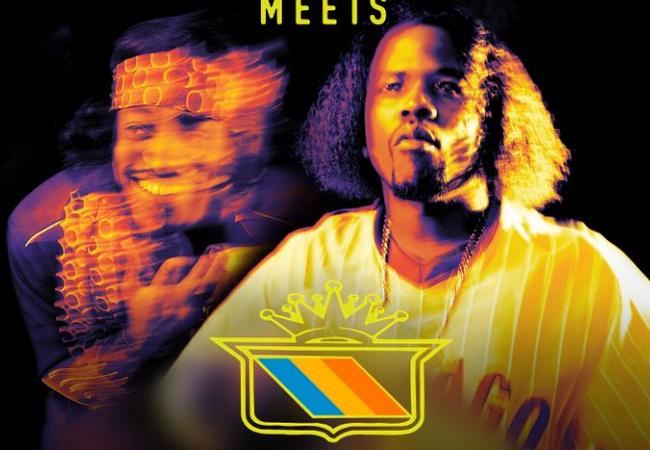
**CASCADE** 3335 M.L.K., Jr. Dr. SW, Atlanta, GA 30331 **10.30.25**  
**SKATING RINK ATL 7pm-12am**

FEAT. DJ HOLIDAY + DJ MARS + OUTKAST BUS WRAP REVEAL

**CARDI** **Crown Royal** **marta** **HOT 107.9** **PATRÓN**

# MARTONIA

MEETS



# STANKONIA

Cascade

1406 **marta**

**STANKONIA**

**MARTA Celebrates Outkast**  
Where Transit, Culture, and Community Meet

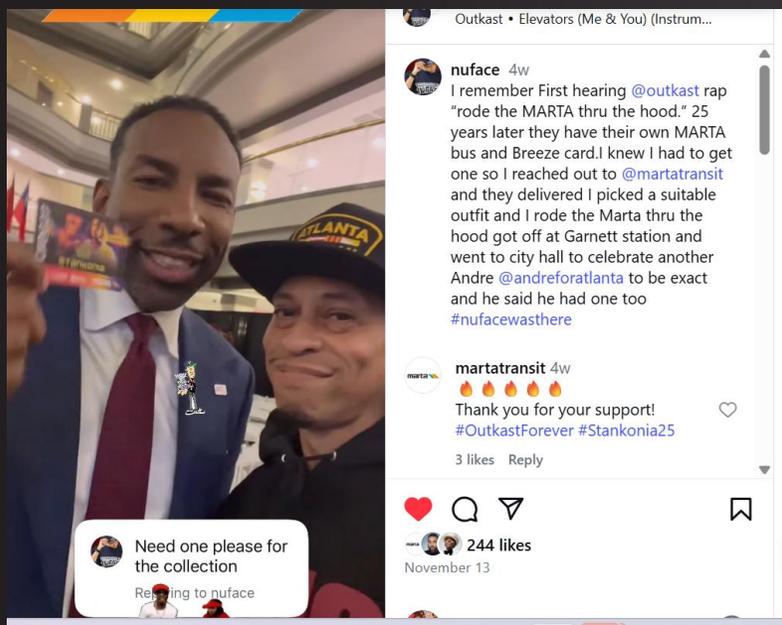
# MARTA's ICEO and staff with Celebrities honor OutKast...



Clifford "T.I." Harris

Michael "Killer Mike" Render

# News Coverage & Social Media Engagement



**Social Media: 257K social views, 11K likes;**  
**News Coverage: 726 mentions =**  
**\$22.5 million est. advertising value**

# 2025 Holiday Engagements

2 Community events; 1500 attendees

11 Activations with Artbound & MARTA Market

NEW partnership with Decide Dekalb

3 wrapped buses giving 41 days of free rides!





Feel good moments with prizes/giveaways, Santa readings, caroling & karaoke, and more



First ever sponsor for the holiday bus wraps; cost savings on wrap production/installation + partnership building



## Move your event with MARTA

Your event's fast track to success

# More Than Transit

Bus Media  
Rail Media  
Station Media

Advertise with MARTA  
and reach Metro Atlanta on the move.



### Group Transit Sales

Traveling with a team, conference, or tour? Order group passes and let MARTA drive. Enjoy easy connections to the airport, downtown, area hotels, major attractions and venues.

### High Impact Advertising

Put your brand in motion and reach millions of Atlantans with static and digital advertising opportunities across rail stations, trains, and buses.

### Special Event Sites

Looking to create a one-of-a-kind experience for your guests? MARTA offers affordable, accessible sites throughout the metro region to host your public event.

### Film & Photography

From commercials to feature-length films, public transit can be a dynamic backdrop to your video or photography project.



Learn more  
[itsmarta.com](http://itsmarta.com)



# Get your brand on board

Ride your message through Metro Atlanta and advertise with MARTA.



# What's New?

- **New Year, New MARTA**
  - New Rail Cars, MARTA Reach, NextGen Bus Network, Breeze, Rapid A Line
- **FIFA World Cup 2026 Readiness:**
  - Custom Branding & Wayfinding
  - Digital, Social & Content
  - Earned Media & PR
  - Partnerships & Promotions
  - Experiential & Engagement
  - Advertising & Outreach





Thank You

