



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MARCH 24, 2022

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Chair Robert Ashe III called the meeting to order at 10:04 A.M.

Board Members Present:

Al Pond
Freda Hardage
Robert Ashe III
Roderick Frierson
Rita Scott
Reginald Snyder
William Floyd

Board Members Absent:

Jim Durrett
Kathryn Powers
Roberta Abdul-Salaam
Stacy Blakley
Thomas Worthy
Christopher Tomlinson
Roderick Mullice

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Manjeet Ranu
Raj Srinath
Rhonda Allen
George Wright

Also in Attendance:

Justice Leah Ward Sears, Stephany Fisher, Collen Kiernan, Tyrene Huff, Kenya Hammond

2. APPROVAL OF THE MINUTES

Approval of the February 17, 2022 External Relations Committee Minutes

Approval of the February 17, 2022 External Relations committee minutes. On a motion by Board Member Snyder, seconded by Board Member Frierson, the motion passed by a vote of 6 to 0 with 6 members present.

3. BRIEFING

Briefing - Media Impressions for November 2021 - February 2022

Manager of Communications Stephany Fisher presented the above briefing highlighting the Authority's media impression.

Briefing - APTA Legislative Conference Highlights

Senior Director, Government Affairs Colleen Kiernan presented the above briefing highlighting the events and meetings during the APTA Legislative Conference and Capitol Hill visits.

4. OTHER MATTERS

None

5. ADJOURNMENT

Meeting adjourned at 10:16 A.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://youtu.be/MOE-ELG2Quw>



MEDIA IMPRESSIONS

November 2021 – February 2022

NOVEMBER

Indian Creek Groundbreaking

10 Press Releases

556 Mentions

\$7M AVE

76% Positive or Neutral in Tone

24% Negative in Tone





DECEMBER

TOD Affordable Housing Preservation Fund

14 Press Releases

545 Mentions

\$8.5M AVE

97% Positive or Neutral in Tone

3% Negative in Tone



JANUARY

State of MARTA

16 Press Releases

1,440 Mentions

\$38M AVE

91% Positive or Neutral in Tone

9% Negative in Tone

FEBRUARY

MARTA Reach

19 Press Releases

740 Mentions

\$32M AVE

91% Positive or Neutral in
Tone

9% Negative in Tone





QUESTIONS



APTA Legislative Conference Highlights

March 15, 2022

Colleen Kiernan

Senior Director Gov't & Community Affairs



Overview

- Conference
- FTA/US DOT
- Senate Banking Hearing
- Georgia Delegation Meetings



APTA LEGISLATIVE CONFERENCE





SENATE BANKING COMMITTEE



SEN. JON OSSOFF



REP. HANK JOHNSON



March 22, 2022

REP. LUCY MCBATH



March 22, 2022





SEN. RAPHAEL WARNOCK



REP. DAVID SCOTT



March 22, 2022



Thank You

