



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MAY 22, 2025

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Vice Chair Valencia Williamson called the meeting to order at 12:22 P.M.

Board Members

Present:

Roderick Frierson
Thomas Worthy
Valencia Williamson
Jennifer Ide
Jacob Tzegaegbe
Elizabeth Bolton-Harris
Shayna Pollock

Board Members

Absent:

Al Pond
Freda Hardage
James Durrett
Kathryn Powers
Rita Scott
Russell McMurry
Jannine Miller
Sagira Jones

Staff Members Present:

Collie Greenwood
Steven Parker
Jonathan Hunt
Ralph McKinney
Rhonda Allen
George Wright
Kevin Hurley

Also in Attendance:

Justice Leah Ward Sears, Phyllis Bryant, Kenya Hammond, Tyrene Huff, Amanda Jackson, Payson Schwin, and Toni Thornton

2. APPROVAL OF THE MINUTES

Minutes from March 27, 2025, External Relations Committee meeting

Approval of the Minutes from the March 27, 2025, External Relations Committee meeting. On a motion by Board Member Tzegaegbe, seconded by Board Member Ide, the motion passed by a vote of 7 to 0 with 7 members present.

3. BRIEFING

Results of Public Hearings for FY26 Operating and Capital Budgets and Final NextGen Bus Network Service Modifications

Toni Thornton, Acting Senior Director Public Engagement, provided the Board Committee with an overview and results of public engagement and hearings for FY26 Operating and Capital Budgets and Final NextGen Bus Network Service Modifications.

Rider Stories: The Power of User - Generated Content in Transit

Amanda Jackson, Social Media Specialist, provided an introductory overview of how MARTA has transformed its social media platforms to amplify the voices and stories of its diverse ridership.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee Meeting adjourned at 12:48 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://www.youtube.com/live/Kdp-foj5l8E?si=MWBWgnuBFpX7mCKh>

Public Hearing Results for FY26 Operating and Capital Budget and Final NextGen Bus Network Service Modifications

External Relations Committee, May 22




Public Hearing Results for Proposed NextGen Bus Network Service Modifications

Public Engagement Overview



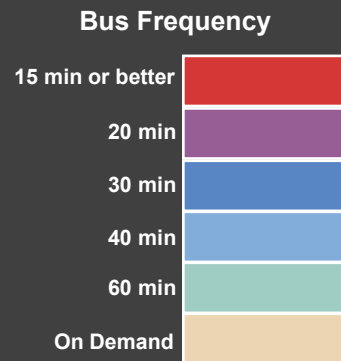
External Affairs and Planning collaborated to present MARTA's NextGen Bus Network changes to our stakeholders and customers.



Various outreach tactics were used to ensure awareness of the proposed service modifications.

Refined NextGen Network

- **81** fixed bus routes
- **Frequent** service on 17 corridors
- **20-minute** service on 11 routes
- **12 On-demand** zones
- Daily service systemwide
- Flatter frequencies, no peak only service



NextGen Bus Network


PUBLIC HEARINGS

MAY 12-17

Join us to shape the
Future of MARTA!




Scan the QR code or visit
itsmarta.com for meeting
dates and project information.



MARTA PUBLIC HEARING NOTICE

MAY 12 – 17, 2025

See dates, times, & locations below



PROPOSED CHANGES: ALL ROUTES EXCEPT ROUTES 191, 193, 194, 195, 196, 197, 198, AND 800 – Effective December 2025

PUBLIC HEARINGS:

Monday, May 12 📍 *In-Person*

CLAYTON COUNTY BOARD OF COMMISSIONERS BOARD ROOM
112 Smith Street, Jonesboro, GA 30236

SOUTH FULTON SERVICE CENTER
5600 Stonewall Tell Rd, College Park, GA 30349

10:30 AM: Community Exchange
12 PM: PUBLIC HEARING

5:30 PM: Community Exchange
7 PM: PUBLIC HEARING

Riding MARTA: Bus Route 193 (Smith Street).

Riding MARTA: Bus Route 180.

Wednesday, May 14 📍 *In-Person or Virtual*

📍 *In-Person*
NORTH FULTON SERVICE CENTER

📍 *In-Person & Virtual*
MARTA HQ

COMMUNITY REVIEW

An overview of the proposed bus service modifications, routing and maps will be available for review at itsmarta.com from May 5–20.

COPIES

Copies of the proposed bus service modifications, routing and maps will also be available for public viewing at:

MARTA Headquarters
2424 Piedmont Road, N.E.
Atlanta, Georgia 30324
during regular business hours,
Mon-Fri, 8:30 AM – 5 PM

COMMENTS

Comments may be submitted no later than May 20, 2025, via:

☎ Call: 404-848-5299



NextGen Bus Network

PUBLIC HEARINGS

MAY 12-17

Join us to shape the Future of MARTA!



Scan the QR code or visit itsmarta.com for meeting dates and project information.



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Notice of Public Hearings

Notice is hereby given that the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority will hold public hearings for the purpose of considering the

Proposed Changes: All MARTA Bus Routes, Except Routes: 191, 193, 194, 195, 196, 197, 198, and 800 – Effective December 2025

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📍 *In-Person only*
NORTH FULTON SERVICE CENTER

📍 *In-Person and Virtual*
MARTA HEADQUARTERS



marta | **NextGen Bus Network**

NOTIFICACIÓN DE AUDENCIAS PÚBLICAS DE MARTA



Del 12 al 17

Public Engagement Title VI:



NOTIFICACIÓN DE AUDIENCIAS PÚBLICAS DE MARTA

DEL 12 AL 17 DE MAYO DE 2025
Consulta fechas, horarios y lugares a continuación



smartar. fastar. better.

CAMBIOS PROPUESTOS: TODAS LAS RUTAS EXCEPTO LAS RUTAS 191, 193, 194, 195, 196, 197, 198 Y 800 – Vigentes a partir del diciembre de 2025

AUDIENCIAS PÚBLICAS:

lunes, mayo 12  **Sitio Presencial**

CLAYTON COUNTY BOARD OF COMMISSIONERS BOARD ROOM
112 Smith Street, Jonesboro, GA 30236
10:30 AM: Intercambio Comunitario
12 PM: AUDIENCIA PÚBLICA
Usa la ruta de MARTA 193 (Smith Street).

SOUTH FULTON SERVICE CENTER
5600 Stonewall Toll Rd, College Pk, GA 30349
5:30 PM: Intercambio Comunitario
7 PM: AUDIENCIA PÚBLICA
Usa la ruta de MARTA 190.

miércoles, mayo 14  **Sitio Presencial o Virtual**

 **Sitio Presencial**
NORTH FULTON SERVICE CENTER
7741 Roswell Rd NE, Sandy Springs, GA 30350
10:30 AM: Intercambio Comunitario
12 PM: AUDIENCIA PÚBLICA
Usa la ruta de MARTA 87.

 **Sitio Presencial y Virtual**
MARTA HEADQUARTERS
2424 Piedmont Rd NE, Atlanta, GA 30324
5:30 PM: Intercambio Comunitario
7 PM: AUDIENCIA PÚBLICA
*Viaje en MARTA: Línea Rojo/Glorado hasta la estación Lindbergh, salida norte.
Usa las rutas de MARTA 5, 6, 30, 39, 809.*

jueves, mayo 15  **Sitio Presencial**

THE EXCHANGE REC CENTER
2771 Columbia Drive, Decatur, GA 30034
10:30 AM: Intercambio Comunitario
12 PM: AUDIENCIA PÚBLICA
Usa la ruta de MARTA 114.

sábado, mayo 17  **Sitio Presencial**

CHAMBLEE CITY HALL
3518 Broad Street, Chamblee, GA 30341
10:30 AM: Intercambio Comunitario
12 PM: AUDIENCIA PÚBLICA
Usa la ruta de MARTA 132.

REVISIÓN POR LA COMUNIDAD
Una descripción de la propuesta del nuevo servicio, la rutas y los mapas estarán disponible para revisión en itsmarta.com del 5-20 de mayo.

COPIAS
Copias de las modificaciones propuestas al servicio de bus, las rutas y mapas también estarán para el público en el:
MARTA Headquarters
2424 Piedmont Road, N.E.
Atlanta, Georgia 30324
*En horario regular de oficina
lun-vie 8:30 AM - 5 PM*

COMENTARIOS
Comentarios pueden ser sometidos antes del 20 de mayo del 2025, por vía:

 **Llama:** 404-848-5299

 **Correo:** MARTA's Office of External Affairs
2424 Piedmont Road, N.E.
Atlanta, GA 30324-3330

 **Correo Electrónico:** publichearinginfo@itsmarta.com

 **Únase virtualmente en:** itsmarta.com en mayo 14 a 7PM

 **EN VIVO EN YouTube**

Conoce más
404-848-5000
itsmarta.com

Para solicitar esta información en otro idioma o en un formato accesible, llama al 404-848-4037 ó 404-848-5885 (TTY).





NOTIFICACIÓN DE AUDIENCIAS PÚBLICAS DE MARTA

Del 12 al 17 de mayo de 2025



Conoce más
404-848-5000
itsmarta.com



Cambios propuestos: Todas las rutas excepto las rutas 191, 193, 194, 195, 196, 197, 198 y 800 Vigentes a partir del diciembre de 2025

lun, mayo 12  **Sitio Presencial**

CLAYTON COUNTY BOARD OF COMMISSIONERS BOARD ROOM
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10:30 AM: Intercambio Comunitario
12 PM: AUDIENCIA PÚBLICA

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7 PM: AUDIENCIA PÚBLICA

mié, mayo 14

 **Sitio Presencial**
NORTH FULTON SERVICE CENTER
7741 Roswell Rd NE, Sandy Springs, GA 30350
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12 PM: AUDIENCIA PÚBLICA

 **Sitio Presencial y Virtual**
MARTA HEADQUARTERS
2424 Piedmont Rd NE, Atlanta, GA 30324
5:30 PM: Intercambio Comunitario
7 PM: AUDIENCIA PÚBLICA

jue, mayo 15  **Sitio Presencial**

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3518 Broad Street, Chamblee, GA 30341
10:30 AM: Intercambio Comunitario
12 PM: AUDIENCIA PÚBLICA



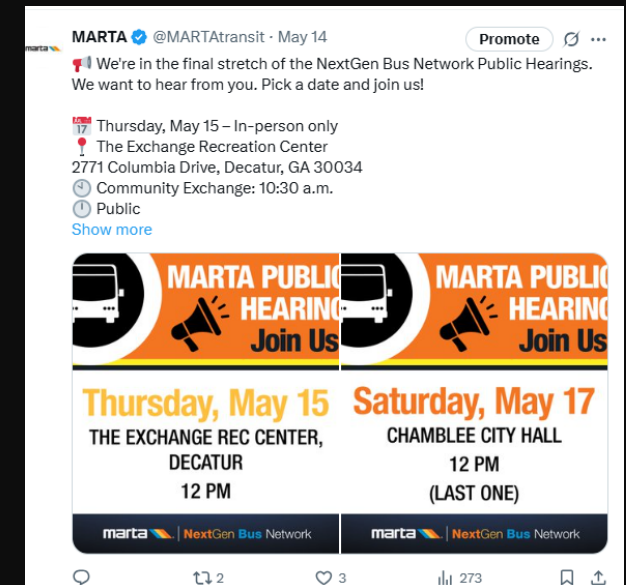
Digital Outreach

YouTube Video garnered 356 views

24 posts across all platforms

32,910 impressions

103 clicks



Public Hearings

- **Number of Meeting Attendees: 76**
 - Clayton County: 4
 - South Fulton: 7
 - North Fulton: 11
 - City of Atlanta – Hybrid/ Live Streamed: 26
 - South DeKalb: 14
 - North DeKalb: 14
 - **Number of Public Comments: 38**
 - **Emails: 23**
 - **Phone Comment Line: 9**
-



Public Hearing Comments - Themes



Route Alignment and Connectivity Concerns

- Grove Park route should extend to West End.
- Delay changes to Routes 49 and 55 until Rapid A-Line is ready.
- Elimination of Route 155 harms Peoplestown's east-west access



Suggestions for Better Resource Allocation

- **Redundancy:** Routes 125 and 127 seen as duplicative.
- **Reallocation Proposal:** Shift service to Lavista Road to serve underserved areas and key destinations.



Support for Frequency Improvements

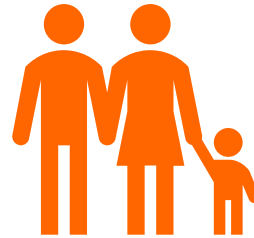
- Route 26: Reduced wait times appreciated.
- Route 11: New connections praised; request for 10-minute frequency via smart scheduling.

Public Hearing Comments - Themes



Infrastructure Requests

- **Physical Improvements:** Add shelters to high ridership bus stop locations.



General Rider Needs/Concerns

- Focus on elderly and dependent users.
- Ensure access to rail stations and shopping.
- Address terrain and poorly placed transfer stops.
- Rising unemployment may increase transit reliance.



Route Suggestions - examples

- **Route 1:** Reroute via Midtown West for safety and efficiency.
- **Route 11:** Extend to Lindbergh Station; use smaller buses.
- **Route 23:** Extend to Civic Center Station for better connectivity.
- **Route 49:** Reroute through Grant Park to restore access to Zoo and Publix.
- **Route 141:** Keep the 141 which provides service to North Fulton

Samples From Comments

We are grateful to see the proposed Route 26 service frequency would go down from 45 minutes to 30 minutes. In addition to quicker frequency, we are hopeful a bus shelter and bench will be added to our bus stop located at W Marietta Street NW & Rockdale Street NW. This will provide much needed shelter & seating for all of us waiting on the bus each day.

I ride the 49 bus every day from Hill St SE to Forsyth St SW. I understand that rerouting the 49 and 55 in conjunction with the Rapid A-Line will improve the network overall, but I am asking for changes to these routes NOT to be implemented until after the completion of the Rapid A-Line so that my neighbors and I are not cut off from access to Five Points for months.

141 is being cancelled and the 143 won't be Express. I take the 141 (Hwy 9, Library, Haynes Br, North Point Parkway, 400, North Springs Station) and the 143 (Express Windward, North Springs Station). On top of that MARTA tends to cancel several of these routes on a given day. If you combine these two issues, it will be very difficult for me to use MARTA. We only have one car.

Route 185 is a local route and due to its ride duration, it is not practical to take it to North Springs Station. 1 hour!

Most of Haynes Bridge will be without service. As you know there are many new developments going up, and at the intersection of Haynes/Old Milton. Please keep route 141.

Route 68 - Benjamin Mays Dr. (66 - Brownlee/Harbin, 67 -Peyton Place)
Restore service to Holmes Station. Reroute along Lynhurst Dr.
Eliminate Proposed EOL loop on Boulevard Granada at Essex Av.

Please consider changing the northern end of NextGen route 49 back to the original proposal of running southbound on Courtland St beginning at Ponce De Leon Ave and running northbound on Piedmont Ave all the way to Ponce De Leon Ave. The newly proposed change of running along Peachtree St between Ponce De Leon Ave and Ralph McGill Blvd introduces likelihood of delays due to heavy traffic on Peachtree St often between Ponce De Leon Ave and North Ave, and again in front of Emory Midtown Hospital. Additionally, I would be surprised if buses are able to turn right from Ponce De Leon Ave to Peachtree St without full clearance on Peachtree St -- that is a tight intersection and another possible bottleneck causing delays

Thank you for your hard work on this excellent reimagined bus map. I have been following this major project since 2021, and congratulations on releasing the final network. I especially appreciate the thoughtful routing for buses 11, 12, and 14. It's fantastic how Bus 11 now connects Collier/Defoor (high density area) to the Beltline Eastside and the CDC.



Next Steps

June 12, 2025 - MARTA Board Approval

May - November 2025 – Extensive Preparations for NextGen Bus Network Education and Implementation

December 2025 – Launch New Network

Early 2026 – NextGen Bus Network Evaluation

Questions?

Public Hearing Results for Fiscal Year 2026 Operating and Capital Funds Budget

Public Engagement Overview



MARTA's External Affairs worked collaboratively with the Finance Department to share information about the proposed FY26 Operating and Capital Budget.



Two public hearings (one in-person and one hybrid) on May 13 and May 15th to inform MARTA customers of the FY26 Operating and Capital Budget and gather feedback.




Customers, area residents and stakeholders were engaged in various ways to ensure the public was adequately notified of the FY26 Operating and Capital Budget.

Operating Highlights

- Enhance Safety
- Improve Cleanliness
- Increase Reliability
- Remain Fiscally Responsible
- Deliver on 15th Amendment obligations



MARTA PUBLIC HEARING NOTICE



Proposed FY 2026 Operating and Capital Budgets, Effective July 1, 2025

Two Hearing Dates:

Tuesday, May 13 - Hybrid
COMMUNITY EXCHANGE, 6 PM
PUBLIC HEARING, 7 PM

In-Person Location:

MARTA HEADQUARTERS

2424 Piedmont Road NE, Atlanta, GA 30324

*Riding MARTA: Lindbergh Rail Station – North Exit
Bus Routes 5, 6, 30, 39, 809*

To Join the Hearing Virtually (5/13 only):

Go to itsmarta.com

Thursday, May 15

COMMUNITY EXCHANGE, 6 PM
PUBLIC HEARING, 7 PM

In-Person Location:

RIVERDALE TOWN CENTER

7210 Church Street, Riverdale, GA 30274

Riding MARTA: Bus Routes 89 (Riverdale), 197, & 198

COMMUNITY REVIEW

An overview and video of the proposed FY26 Capital and Operating Budget will be available for review at itsmarta.com starting May 14, 2025.

COMMENTS

Comments may be submitted no later than May 20, 2025, via:

Voice Message:
404-848-5299

Mail:
MARTA's Office of External Affairs
2424 Piedmont Road NE, Atlanta, GA
30324-3330

Email:
publichearinginfo@itsmarta.com

Use QR Code or URL:



itsmarta.com/public-hearings-meetings.aspx

To learn more,
visit itsmarta.com or call
404-848-5000

marta

To request this information in another language
or in an accessible format,
call 404-848-4037 or 404-848-8665 (TTY).





Public Hearings

May 13, 2025 - Hybrid/ Live Streamed:

Number of Attendees: 5

YouTube views: 261

Public Comments: 2

Written Comments: 0

May 15, 2025 – In-Person:

In-Person Attendees: 1

Public Comments: 0

Written Comments: 0

Summary of Public Comments



Operating Budget - concerned that Deputy General Managers budget increased by massive amount



Budget documents need to show on **MARTA website** as advertised



Safety Concerns – If safety is MARTA's north star why are they cutting police positions?



Proposed CIP – refreshing to see new projects, would like to see more.

FY26 Operating and Capital Budget Timeline

**Public
Hearings**



May 13 & 15

**Board
Approval**



June 12, 2025

**FY 26 Budget
Effective**



July 1, 2025

Questions?



Thank You



Rider Stories: The Power of User Generated Content in Transit

An introductory overview of how MARTA has transformed its social media platforms to amplify the voices and stories of its diverse ridership.

Defining UGC & Influencers

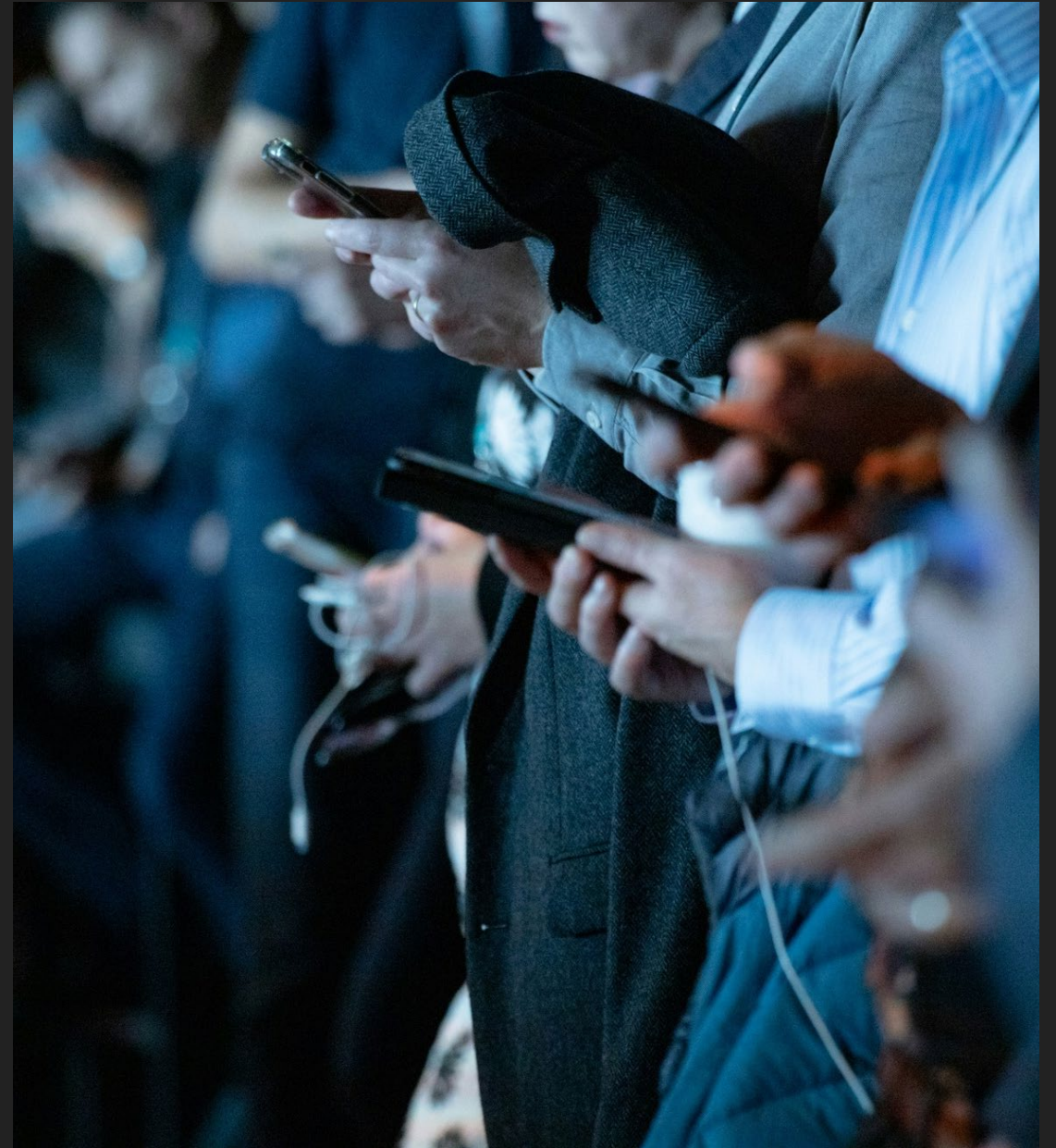
User-Generated Content (UGC): Content like images, videos, text, and reviews created by individuals, not businesses.

Micro-Influencers: Creators in niche markets with 10K–100K, highly engaged followers.

Nano-Influencers: Smaller creators with 1K–10K followers, often having strong personal connections.

Our Influencer Requirements:

- Authentic Rider Experience
- Strong Community Engagement
- Positive Representation and Aligned Messaging



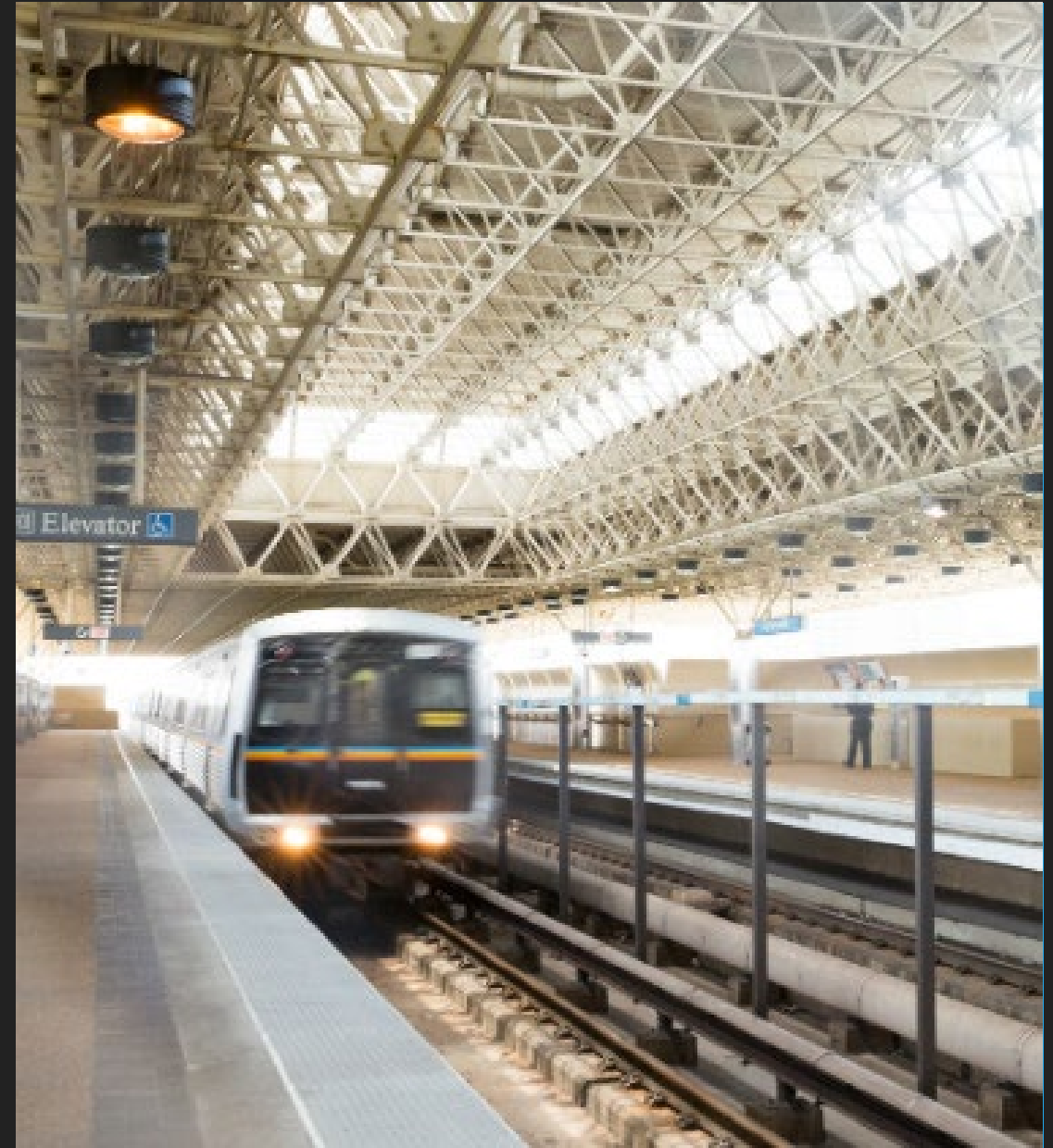
Impact of UGC

Influence: 84% of consumers say UGC influences their decisions.

Trust: 92% trust UGC more than traditional ads.

Cost-Effective: UGC can cut marketing costs by up to 50%.

Engagement: UGC posts see 28% higher engagement.



Benefits of UGC for MARTA

MARTA's shift to sharing rider stories has strengthened [community connections](#), built [brand loyalty](#), and reinforced our commitment to [valuing](#) passenger voices.

By sharing the personal stories and experiences of our riders, we have seen an increase in follower engagement on our social media platforms, especially Instagram.

[Overall, engagement has increased by 35% with UGC](#)

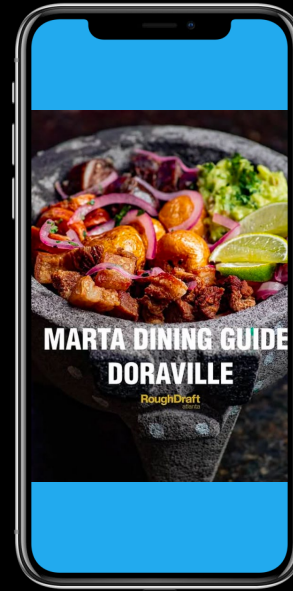




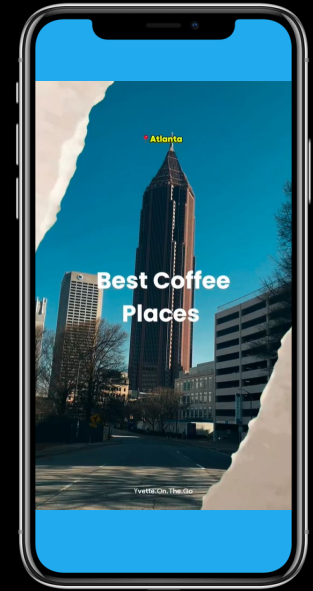
1/ Way Finding



2/ How To Videos



3/ Tour Guides on MARTA

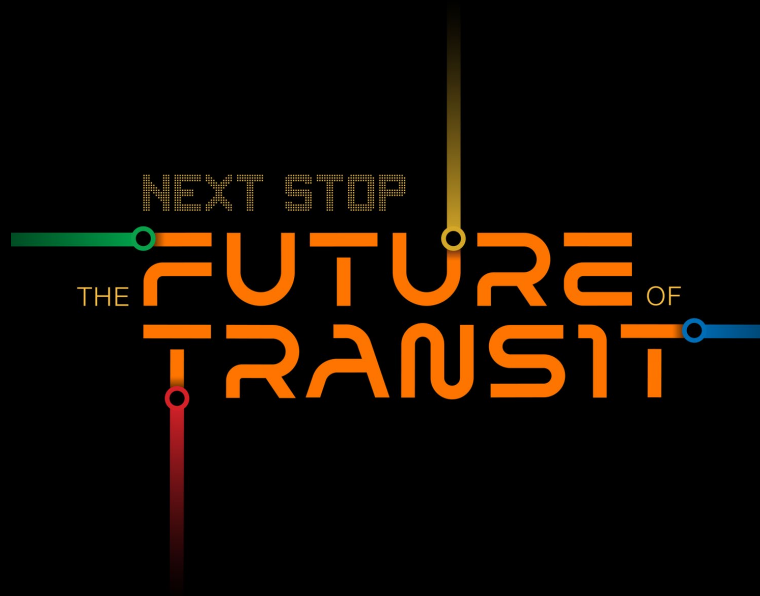


4/ Recommendations

Strategies for Collaborations



**Access to Limited Edition
MARTA Merch & Breeze Cards**



**Invites to Exclusive
& Public Events**

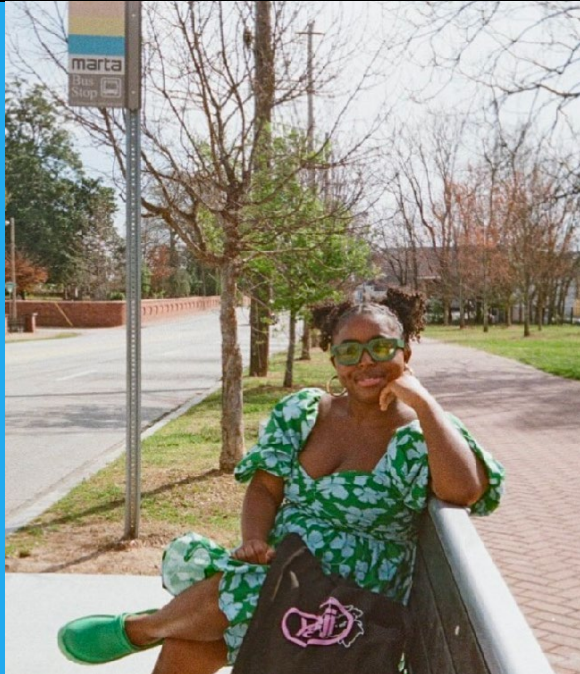


Opportunities to "See It First"

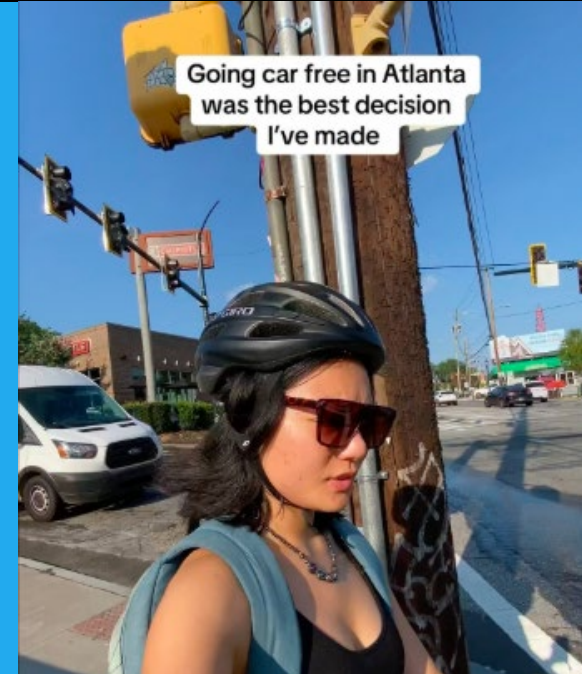
World #CarFree Day

Initiative Promoting Transit and Encouraging #CarFree Engagement

Local nano-influencers shared their perspectives on supporting public transit and using MARTA.



Atlanta Transit Girl - 1,175 followers

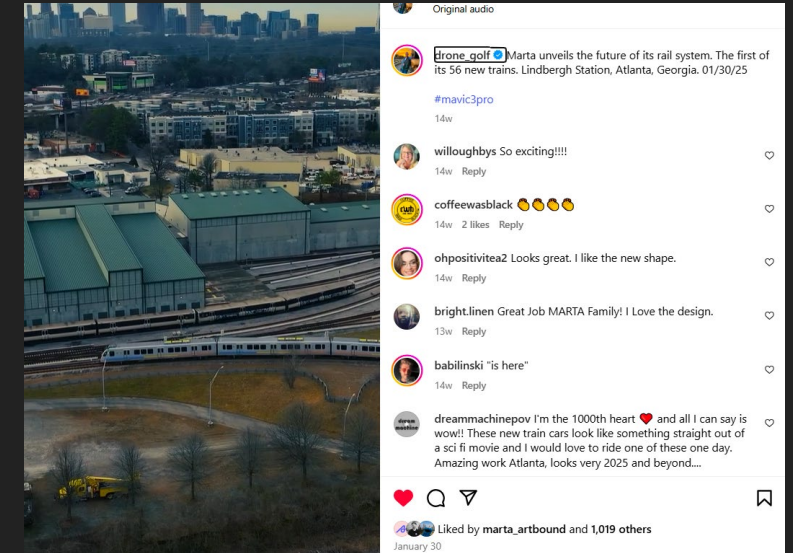
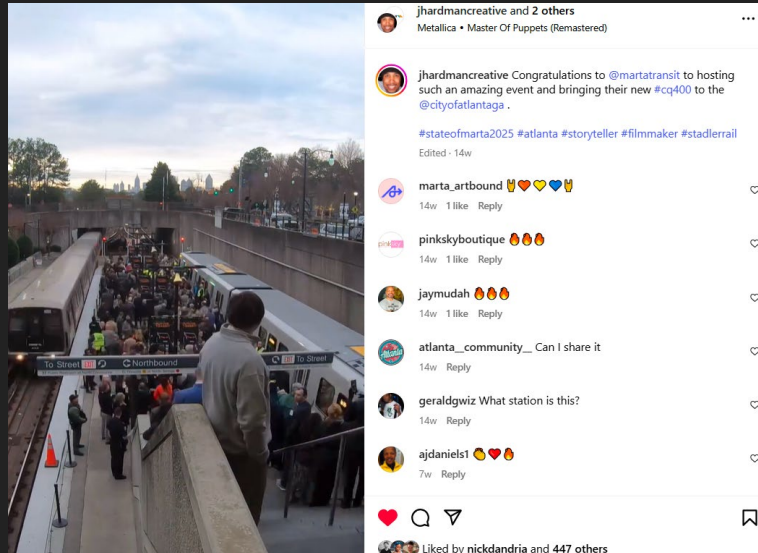


NoodzLuvr – 8,845 followers

STATE of MARTA

Influencer Takeover

2nd Highest Ranking Engagement



Social Media Stats
Total Impressions: 2,377,632
Total Likes: 80,545

jphotoatl and 2 others
MARTA-Lindbergh Station

jphotoatl 📷 Capturing Progress: State of MARTA

Today, jm photographs had the honor of capturing the highly anticipated CQ400 train reveal at State of MARTA address at Uptown Atlanta. MARTA's bold vision for the future of transit is on display.

With new state-of-the-art railcars, transit system and system expansions on the horizon, MARTA is building a more connected and efficient Atlanta public transportation!

#StateOfMARTA2025 #CouncilForQuality #AtlantaTransit #CQ400 #PublicTransportation #TransitInnovation #MARTAExpansion #jphotoatl #jmphotographics

14w

❤️ 💬 📌

👤👤👤 Liked by nickdandria and 56 others

jhardmancreative and 2 others
Metallica • Master Of Puppets (Remastered)

jhardmancreative Congratulations to @martatransit to hosting such an amazing event and bringing their new #cq400 to the @cityofatlanta .

#stateofmarta2025 #atlanta #storyteller #filmmaker #stadleratl

Edited · 14w

marta_artbound 🙌❤️❤️❤️🙌

14w 1 like Reply

pinksyboutique 🍷🍷🍷

14w 1 like Reply

jaymudah 🍷🍷🍷

14w 1 like Reply

atlanta_community_ Can I share it

14w Reply

geraldgwiz What station is this?

14w Reply

ajdaniels1 🍷❤️❤️

7w Reply

❤️ 💬 📌

👤👤👤 Liked by nickdandria and 447 others

ceoxdrone and 2 others
Atlanta, Georgia

ceoxdrone 📸👤👤 MARTA's Future Is Here! 🚆

The brand-new CQ400 rail cars have officially rolled into Atlanta! Sporting the iconic Red, Gold, Blue, and Green, these sleek new trains are built for a smoother, more connected ride.

Manufactured by Stadler US Inc. (@stadler_rail) 🚆 Open gangways for easy movement between trains 🚶‍♀️ Charging stations for your devices 📶 Digital maps & real-time service info 🗺️ Forward & inward-facing seats for comfort 🛋️ More space for bikes, strollers, luggage & wheelchairs 🚲 And that signature MARTA (@martatransit) "each rail line's color!"

Atlanta's transit game just leveled up. Who's ready to ride?

📸 Want to see more? Grab a print to celebrate Atlanta's evolving skyline! Check out our print effect visuals. pixieset.com/cityscapedatlanta/thefuture

#RideMARTA #CQ400 #MARTAelevated #NextGeneration #atlantaga #marta #martatrain #martatransit

14w

marcial sanchez I love it great improve for a No

❤️ 💬 📌

👤👤👤 Liked by nickdandria and 1,106 others

martatransit
Yaahn Hunter Jr. • Feelin' Good

martatransit Shout out to @Hardman_Creative x @Sky360Aerial capturing the CQ400 as it makes its way to Lindbergh Station for the #StateofMARTA! A truly unforgettable moment! 🙌❤️❤️❤️

#CQ400 #Atlanta #Trainspotting

14w

malikyoga_ Beautiful 🙌

14w Reply

rodgratcliffe What a great post. What a great day for MARTA and the citizens of metropolitan City of Atlanta. ❤️

14w 1 like Reply

solidwooga_ 🍷🍷🍷

14w 1 like Reply

keithknowsculture Wow! Epic 🍷🍷🍷

14w Reply

cj81191 Nice picture

14w Reply

View insights

Boost re

❤️ 💬 📌

👤👤👤 Liked by marta_artbound and 649 others

atlantatransitgirl and martatransit
Carneyval, Lourdez • Me Time

atlantatransitgirl 14w

The future is happening and our time machine arrives this summer! 🚆🚶‍♀️🚶‍♂️ Today was the State of MARTA with unveiling or MARTA's new heavy rail fleets. All I have to say is dreams come true! Thanks MARTA and everyone that made this come to life!

#marta #atlanta #urbanism #transit

Would you ride the new train this summer 2025?! 🙌

atlyimby 14w

I had fun exploring the new train and buses with you today! 🍷

18 likes Reply

View all 3 replies

❤️ 💬 📌

👤👤👤 1,435 likes

January 30

BREAKING NEWS 📰: MARTA DROPS A NEW TRAIN

atlyimby The Stadler CQ400 has arrived. #atlanta #marta #martaatlanta #atl #publictransit #publictransportation #newtrain #stateofmarta #martatrain #carfreelatlanta

14w

100peachtree 🍷🍷🍷

14w Reply

stationsoccersanj 🍷

14w Reply

soccerstreets 🍷🍷

14w 3 likes Reply

michimeko 🍷🍷🍷 cute, expand the lines.

14w 5 likes Reply

allisonkidd21 Please install automatic air fresheners 🙌 I mean this wholeheartedly lol

14w 7,754 likes Reply

View replies (40)

arandomuserperson Ok. Hear me out: high speed line from downtown Atlanta to Macon

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January 30

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Michelin All The Way



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The Road Ahead

Exploring

Personalized

Tailoring social media content to meet our riders' needs

Engaging

Creating interactive social media experiences

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Ensuring social media platforms are representative of our riders

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Exploring emerging social media strategies to enhance the rider experience



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