



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MAY 28, 2026

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Member Roderick Frierson called the meeting to order at 12:16 P.M.

Board Members

Present:

Al Pond
Roderick Frierson
Sarah Galica
Elizabeth Bolton-Harris
DeVon Hudson

Board Members

Absent:

Freda Hardage
Kathryn Powers
Valencia Williamson
Jennifer Ide
Jacob Tzegaegbe
Russell McMurry
Jannine Miller
Sagira Jones
Ryan Loke
Shayna Pollock

Staff Members Present:

Rhonda Allen
Paul Lopes
Ralph McKinney
Steven Parker
Duane Pritchett

Also in Attendance:

Petter Crofton, Paula Nash, Michelle Arrington, Stephany Fisher,
Phyllis Bryant, Kenya Hammond and Tyrene Huff

2. APPROVAL OF THE MINUTES

Minutes from March 26, 2026 External Relations Committee Meeting.

Approval of the minutes from March 26, 2026 External Relations Committee Meeting. On a motion by Board Member Hudson, seconded by Board Member Pond, the motion passed by a vote of 5 to 0 with 5 members present.

3. BRIEFING

Community Engagement Update and 2026 Legislative Wrap-up

Assistant General Manager, External Affairs, Michelle Arrington provided the committee with an update of Government and Community Affairs' public engagement activities and legislative wrap-up.

NextGen/Reach Media Impressions

Sr. Director Communications, Stephany Fisher, provided the committee with an overview of the NextGen and MARTA Reach media impressions.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:32 P.M.

Respectfully submitted,

A handwritten signature in blue ink, reading "Tyrene L. Huff". The signature is fluid and cursive, with the first name "Tyrene" and last name "Huff" clearly legible.

Tyrene L. Huff
Assistant Secretary to the Board

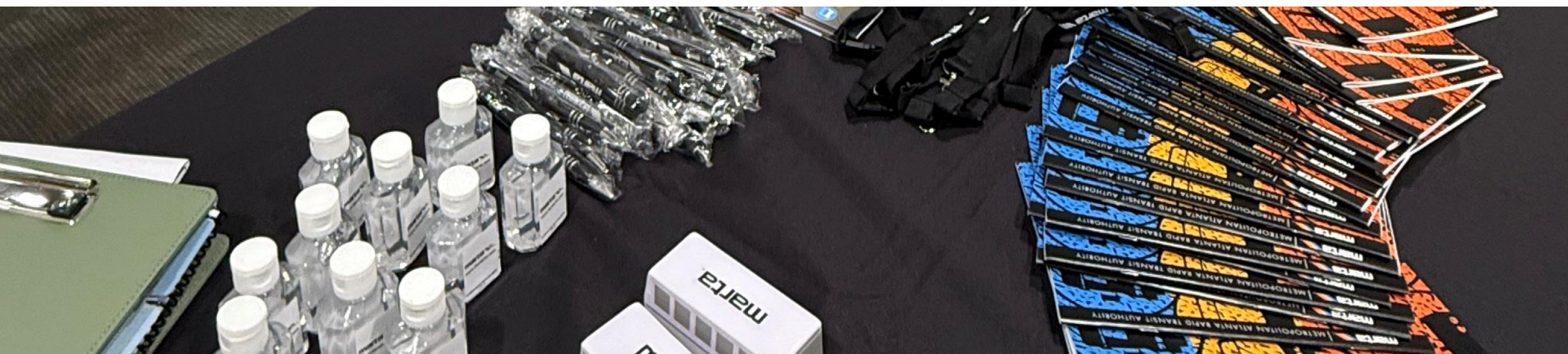
YouTube link: <https://youtube.com/live/YeU2nD3-VJs?feature=share>



External Relations Board Update

Michelle Arrington, AGM, External Affairs

May 28, 2026



Successful Events

City of Atlanta

- ✓ MARTA HQ Open House (3/26)
- ✓ 404 Day (4/4)
- ✓ Move for Grady Race (4/25)
- ✓ Atlanta Presidential Townhall – President Overstreet (4/29)

Clayton County

- ✓ Clayton State University, College of STEM (3/26)
- ✓ Clayton County HOA President's Brunch (3/28)
- ✓ Clayton Chamber of Commerce Luncheon (4/16)
- ✓ Clayton County Convocation Center Grand Opening (4/22)

DeKalb County

- ✓ East Central DeKalb Senior Center (4/14)
- ✓ Buford Hwy. Walk Audit w/ Comm. Long Spears & Propel ATL (4/17)
- ✓ Aging in Place – DeKalb County (4/24)
- ✓ Lou Walker Multipurpose Center (4/30)

Fulton County

- ✓ Fulton County Central Library (3/30)
- ✓ East Point City Council (4/6)
- ✓ Fulton County Employee Webinar (4/9)
- ✓ Wellstar Know Your Numbers Health Initiative (4/18)
- ✓ American Society on Aging Bus Tour (4/22)

Jurisdiction-wide

- ✓ MARTA FY2027 Budget Public Hearing (4/14 & 4/21)
- ✓ Latin American Association Job Fair (4/23)
- ✓ Atlanta Regional Commission-MARTA 101 (4/24)
- ✓ Regular Literature Drops at Libraries & YMCAs
- ✓ Monthly Toolkit Communication to Stakeholders



Scheduled Events

May

City of Atlanta

- ✓ Big Tigger's Beltline BikeFest (5/2)
- ✓ Atlanta Housing Senior Farmer's Market (5/14)
- ✓ Atlanta Streets Alive - West End to Grant Park (5/31)

Clayton County

- ✓ Clayton County Seniors Services Mayfest 2026 (5/2)
- ✓ Clayton County GDOT-MARTA Bus Tour (5/6)
- ✓ Clayton County Citizen's Advisory Board (5/21)

DeKalb County

- ✓ Clairmont Oaks Senior Meeting (5/4)
- ✓ Opportunity Tucker Development Summit (5/6)
- ✓ DeKalb State of the County (5/7)
- ✓ Indian Creek Station Ribbon-Cutting Ceremony (5/18)

Fulton County

- ✓ Fulton County Senior Tech Summit (5/5)
- ✓ Senior Resource Fair @ Helene S. Mills Senior Multipurpose Facility (5/15)



Legislative Advocacy

- HB 297 (Penny extension) passed on Sine Die
- HB 638 (Bus Camera Enforcement) did not pass
- APTA Legislative Conference, April 12 – 14



GOVERNMENT AND COMMUNITY AFFAIRS TEAM



Carolina Ramos



Toni Thornton



Carla Wiley

Thank You



MEDIA IMPRESSIONS

MARTA Reach / NextGen Bus Network/ *Rapid* A-Line Launches





MARTA unveils curb-to-curb van service as part of network overhaul

MARTA REACH
200 IMPRESSIONS
100% POSITIVE & NEUTRAL
\$7M AVE

**MARTA launching
rideshare-style transit
service**

MARTA Reach launches this weekend, offering rideshare-style service across Atlanta-area zones

ANF ATLANTA NEWS FIRST

**What to know about MARTA's new curb-to-curb service
launching Saturday**

The Atlanta Journal-Constitution

New MARTA Reach service will replace bus routes in 12 areas with on-demand, rideshare-type transit within the zone.



MARTA rolls out leaner, faster Atlanta bus network

ALIVE

MARTA to launch major redesign of bus network

ATLANTA
BUSINESS CHRONICLE

NEXTGEN BUS NETWORK

253

IMPRESSIONS

99.6%

POSITIVE & NEUTRAL

\$13.5M

AVE

**MARTA NextGen arrives:
How metro Atlanta bus
riders adapting to new
routes**

WSB-TV
ATLANTA 2

**MARTA rolls out biggest bus
overhaul yet**

AXIOS Atlanta

@MARTAtransit
MARTA is launching the NextGen Bus Network on April 16, marking the biggest change to the bus system since 1972.
Here's what to expect:
-More routes with buses every 15 minutes
-Simpler, more direct routes
-Frequent, all-day service on major corridors
-12 new MARTA Reach zones for near door-to-door service
What this means: Easier commutes and better access
Check your route and plan ahead by visiting marta.com/nextgen2.aspx.
#MARTA #NextGenBusNetwork



11 AM - Apr 16, 2026 29.7k Views



Are you a MARTA bus? If not, get out of the new Rapid A-Line's red lanes.

The Atlanta Journal-Constitution

RAPID A-LINE

72

IMPRESSIONS

100%

POSITIVE & NEUTRAL

\$3M

AVE

NEW ATLANTA BUS LANES

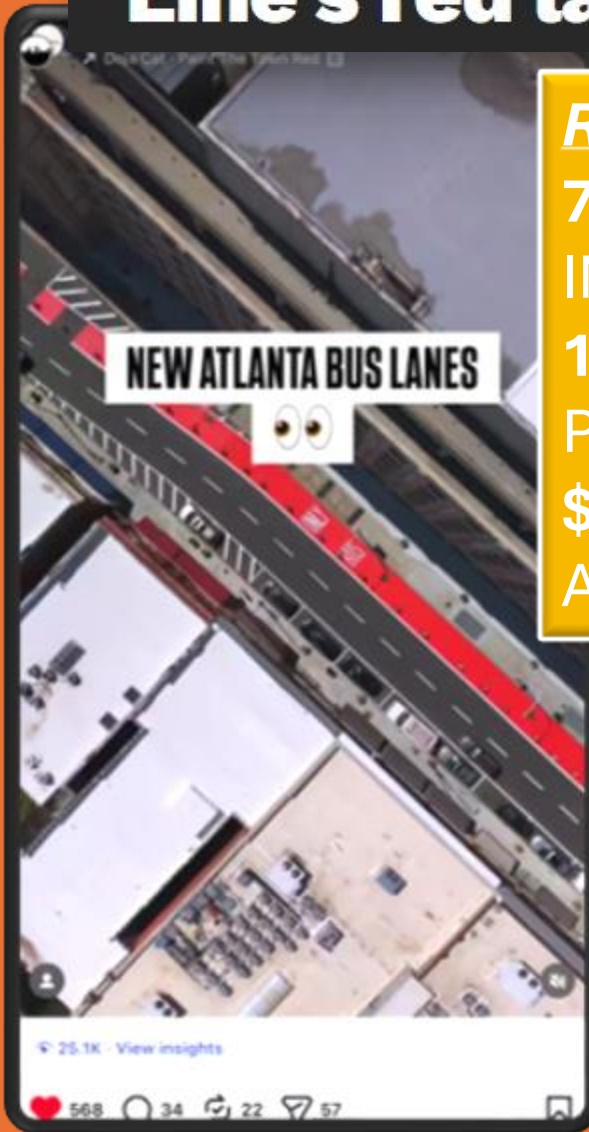


New MARTA bus rapid transit to connect downtown Atlanta to BeltLine

FOX5
ATLANTA

Test drive: MARTA's new rapid bus line

AXIOS Atlanta





QUESTIONS

6

MARTA BUS RAPID TRANSIT LINE OPENS TOMORROW

ANF

PINNACLE
Home Improvements

FIRST ALERT
WEATHER

ATHENS

SAT ☀️ 89°/59°

SUN ☁️ 71°/43°

MON ☀️ 79°/47°

7:18

87°