



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

BOARD WORK SESSION

THURSDAY, AUGUST 13, 2026

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Chair Jennifer Ide called the meeting to order at 12:01 P.M.

Board Members

Present:

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

Board Members

Absent:

Russell McMurtry
Kathryn Powers
Jannine Miller

Staff Members Present:

Jonathan Hunt
Ralph McKinney
Rhonda Allen
LaShanda Dawkins
Paul Lopes
Kevin Hurley
Michael Kreher
Paula Nash
Steven Parker

Also in Attendance: Peter Crofton, Tyrene Huff, Phyllis Bryant and Payson Schwin

2. CHAIR'S REPORT

Work Session Meeting Minutes

Approval of the July 16, 2026, Work Session meeting minutes. On a motion by Board Member Galica, seconded by Board Member Hardage, the motion passed by a vote of 10 to 0 with 10 members present.

3. IGM/CEO REPORT

FY 2026 Triennial Review Draft Report

FTA Agency Safety Plan Audit Update

Upcoming Jurisdictional Briefings

BRT Camera Enforcement Legislative Opinion

FIFA World Cup Final Presentation

4. EXECUTIVE SESSION

Litigation

Personnel

5. OTHER MATTERS

None

6. ADJOURNMENT

The Work Session adjourned at 2:31 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://www.youtube.com/live/s7Mp4I5GK0Q?si=RLihLvwFhYIzK1oU>

MARTA WORLD CUP

EXPERIENCE

08.13.26



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CONTENT

Overview

Operations

Safety

Security

Technology

Station Rehabilitation

Better Breeze & More

External Affairs

Finance



FIFA World Cup Overview

Jon Gordon

Director of Customer
Engagement/Lead
Coordinator



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OVERVIEW

- Ridership: 7.92 Million
- FIFA World Cup Match Day #4:
Morocco vs. Haiti (Highest Daily Rail Ridership)

Event	Duration	Attendance
FIFA Match Day Fan Festival	8 Days	68.5K (Stadium) / 17K (Centennial Olympic Park)
FIFA Non-Match Day Fan Fest	11 Days	17K (Centennial Olympic Park)
Peachtree Road Race	1 Day	50K+



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Let MARTA Drive

Operations

Daniel Hecht

Deputy Chief Mechanical
Officer



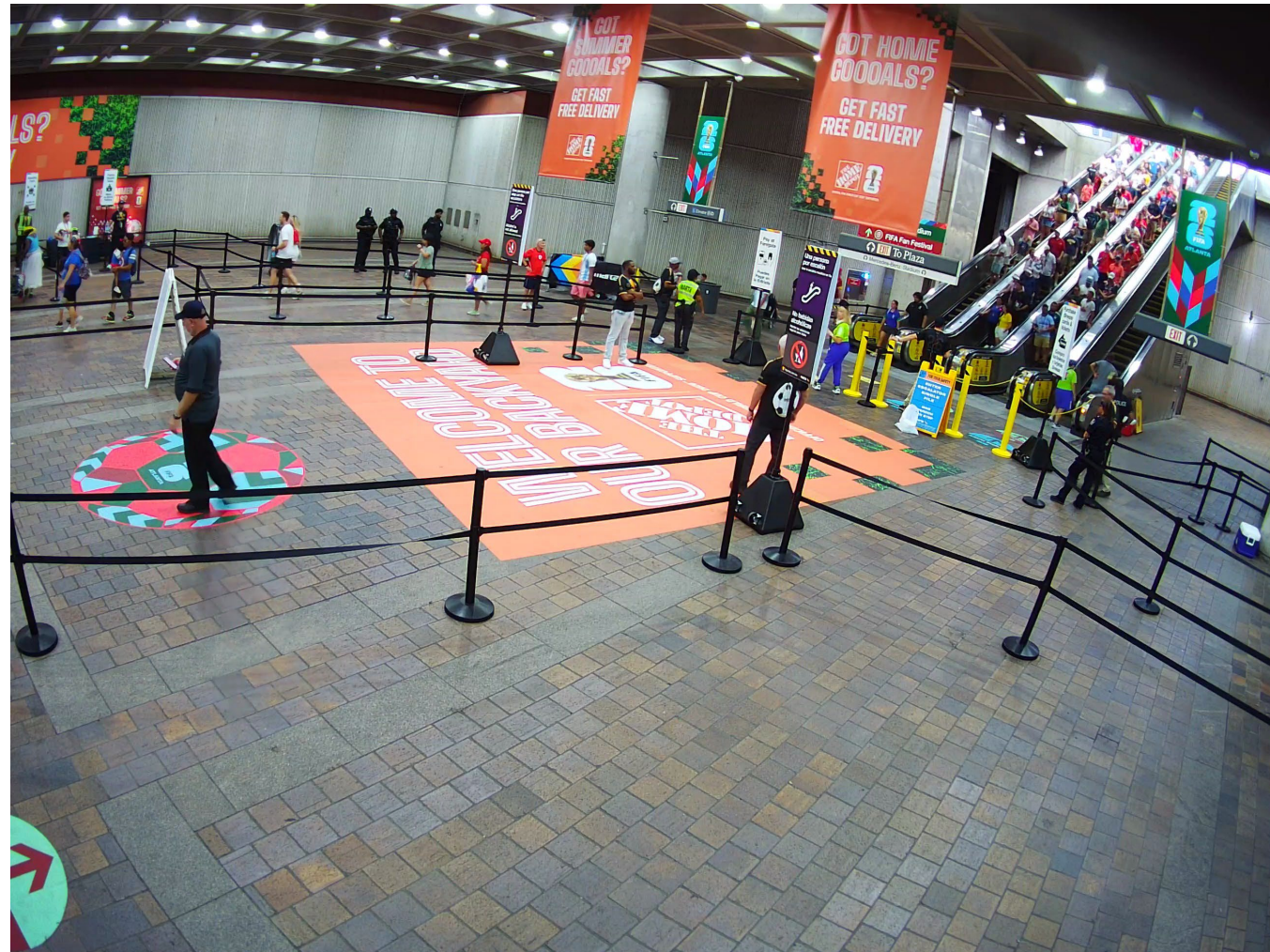
OPERATIONS AND SERVICE

- 5-minute headways, 4-car trains.
- Support staff along corridors.
- Extra service trains and buses.



OPERATIONS AND SERVICE

- SEC District Concourse
- Customers arriving after the Match
- Customers holding at the top of escalators



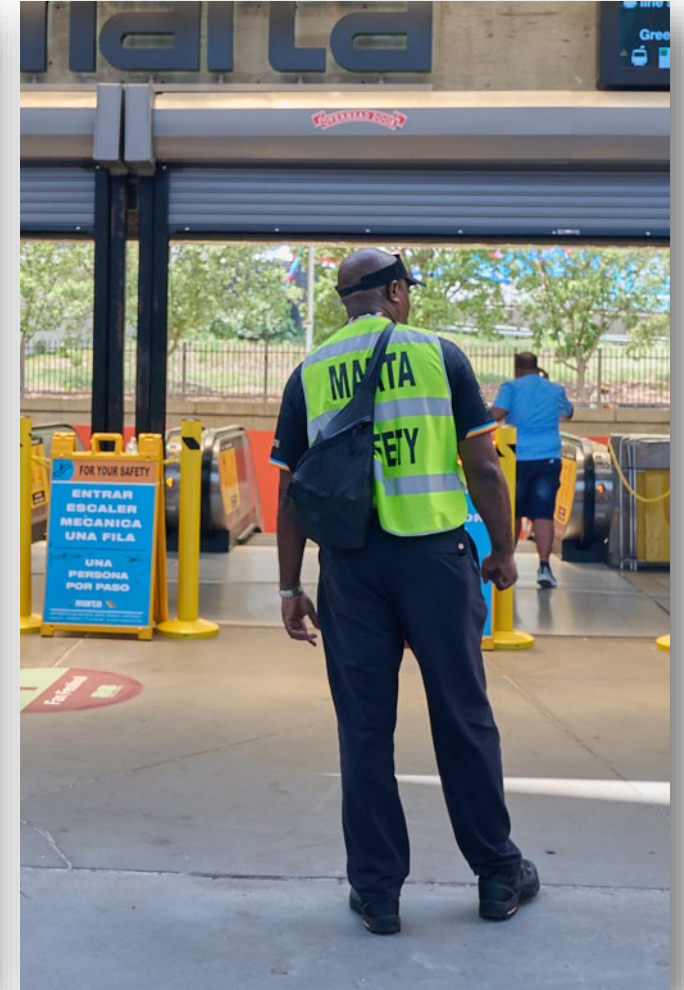
OPERATIONS AND SERVICE

- Passengers waiting at SEC District Platform
- Train arriving at SEC District
- Passengers board train at SEC District



NEW IMPLEMENTATIONS

- Bollards for escalator safety
- Equipment Control Desk @ IOC
- Modified track allocation
- External Support (GA Power, etc.)



Safety/Hazard Mitigation

Gena Major

Deputy Chief of Safety &
Quality Assurance



SAFETY

➤ Safety Risk Management

➤ Public Health Tables

Medical Event	Total
Heat-Related Illness/Dehydration	15
Cuts/Scrapes	27
Head Contusion	1
Panic Attack	1
Motion Sickness	1
Total Medical Events	45

➤ Reunification Points



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| Let MARTA Drive

Security

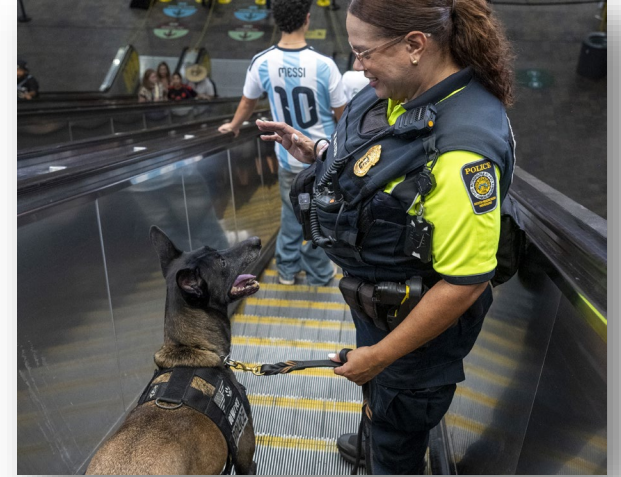
Scott Kreher

AGM of Police &
Emergency
Management/MPD Chief



SECURITY

- 6 Day work week/1 off day for 6 weeks
- 25 Denver RTA Officers assisted throughout
- Contracted EMS support on Match days at 5 stations
- EOC and MCV activated on Match and Fan Fest days
- K-9 Units swept stations several times a day
- Special OPS (EOD, SWAT) staged during all events



SECURITY



- Daily OPS calls with COA to assess current threats, trends, schedules
- Daily internal ICS command calls with DGM Allen and IC participates after COA call
- Scheduled touch point meetings with MPD Command Staff
- Visit from Acting TSA Director during Match day
- Robust train and station patrols during entire event
- Crime reduced during the 28-day reporting period 45% compared to same time last year, with only 1 Part one crime related to FIFA during the entire six-week period



Security Related Technology

Tyson Morris

AGM of Information
Technology/CIO



Technology

Technology Operations

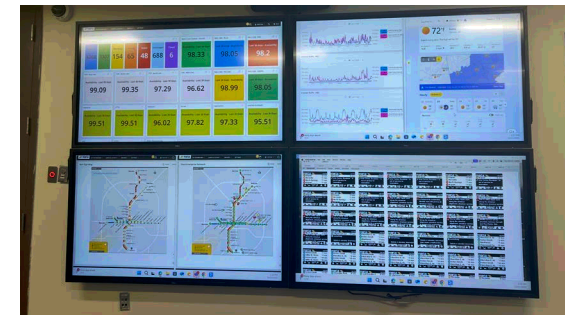
- Instituted technology "Change Freeze."
- NOC 24/7 Coverage
 - 99.99+ Uptime across systems
 - 0 Priority 1 (P1) Incidents
- Updated IOC Technology for Activation Support

June 2026

99.99

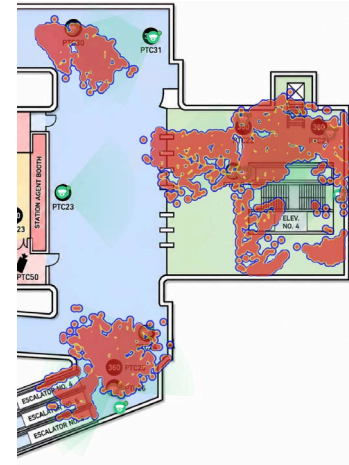
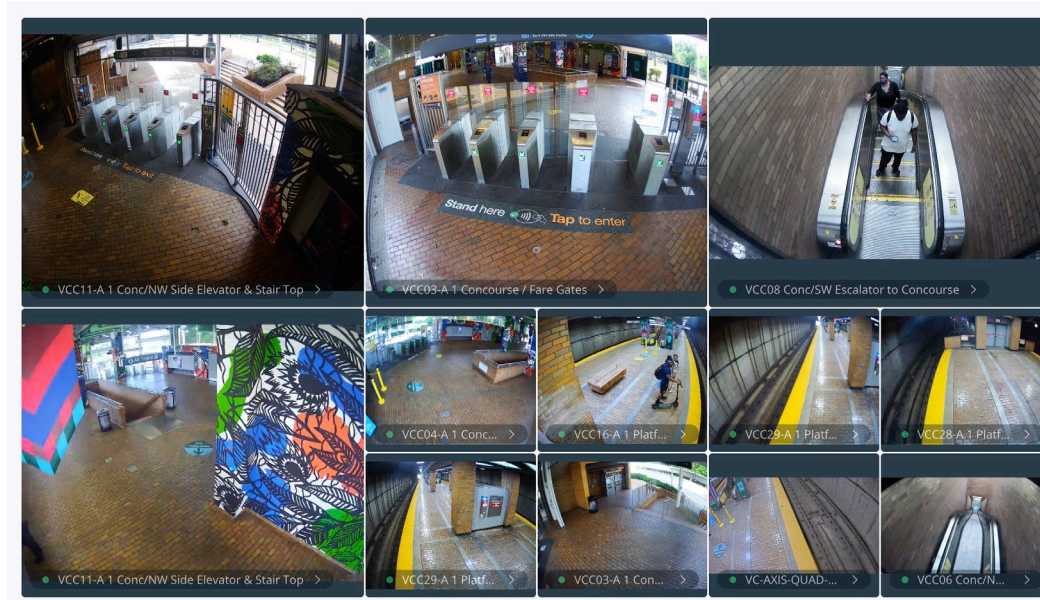
Jul 2026

99.99



Technology

- New AI Camera Technology
 - (8 Stations)
- Expanded / Upgrade WIFI and Cell Coverage in Stations
- Network Switch Upgrades
- 99% AVIS Screen's Operational
- MARTA Mobility App Launch



Station Rehabilitation Updates & More

Matthew Pollack

AGM of Capital Delivery



CAPITAL PROJECTS

➤ Station Rehabilitation

- Airport Station
- Five Points Station
- Garnett Station
- Indian Creek Station
- Peachtree Center Station
- Vine City Station

➤ And More

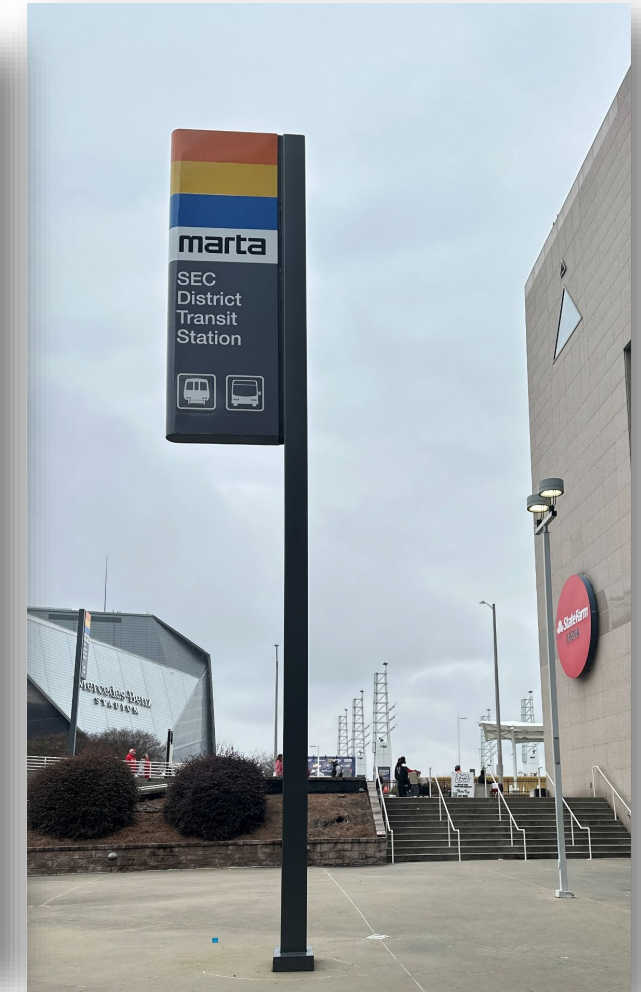
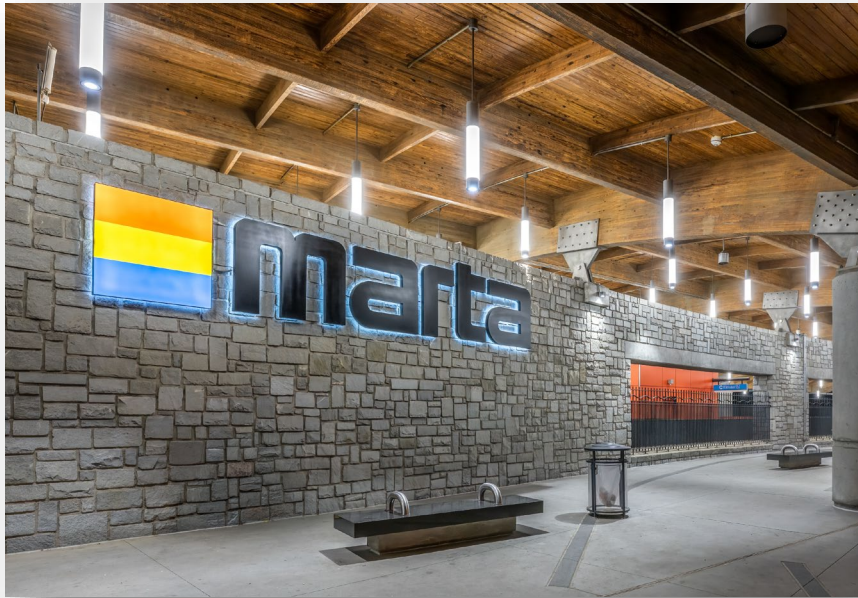
- Rapid A-Line BRT
- Enhanced Event Wayfinding
- SEC District Station Renaming



Arriving, Departing or Resting Mid-Trip



Updating Signage and Station Names



Unveiling New Rides and Ridestores



Implementing Major Station Refreshes



Better Breeze & More

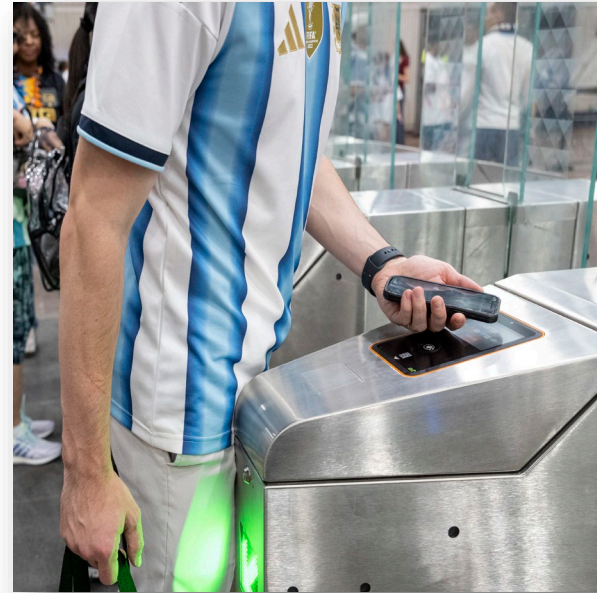
Nevin Grinnell

AGM of Customer
Experience



➤ Tap to Pay

- **7.92M riders** rode MARTA during the World Cup experienced easy and fast fare payment.
- Tap & Pay scored big, with 45% of riders using open loop or virtualized payments – a very popular choice.

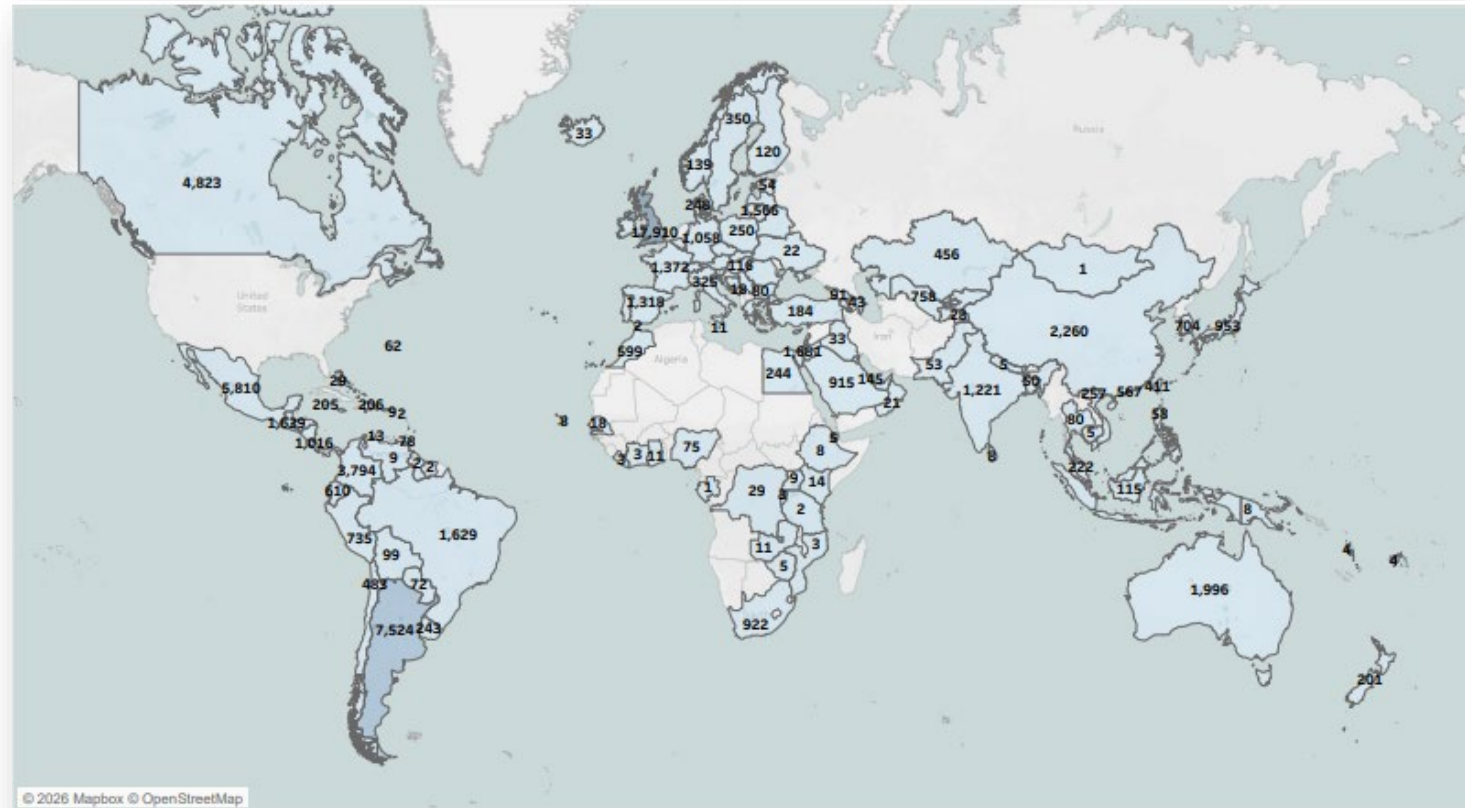
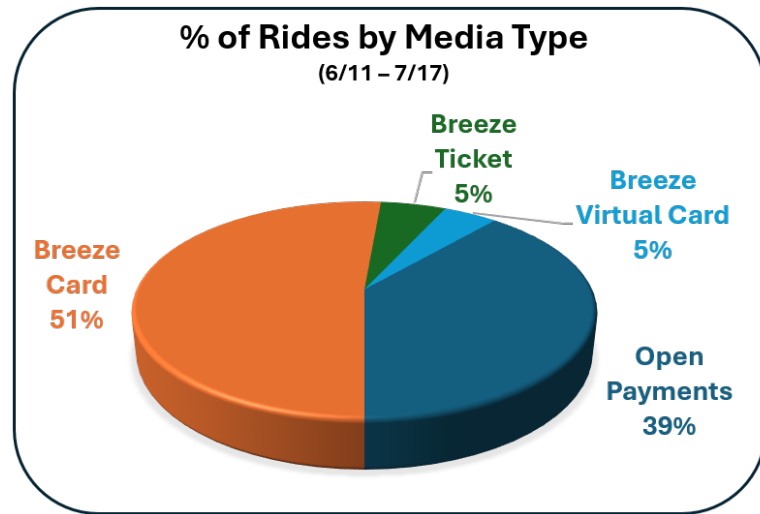


Breeze Benefits

MARTA was a huge contributor to the FIFA experience for international visitors

➤ Open Payment Taps (6/11 – 7/17)

- 135 Countries
- 77,445 Taps



CUSTOMER TECHNOLOGY

➤ New itsmarta.com website and new MARTA App

- 9 languages
- Rider tools and see-say combined
- **4.5 million page views** from June 11 to July 19 - 3x daily rate pre-World-Cup

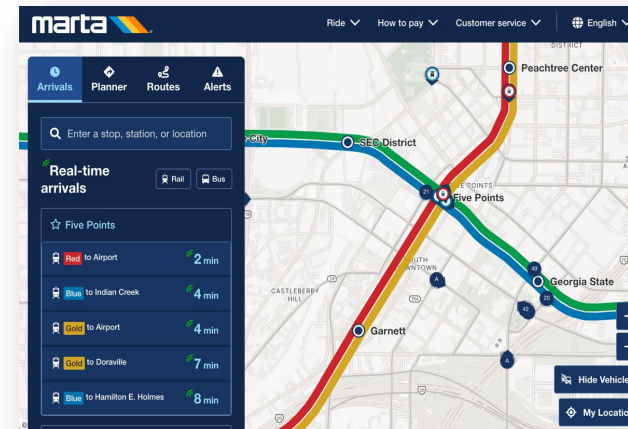
➤ Launched TRIPS digital signage at Five Points

- Large-format, side-by-side screens with enhanced train/bus arrival times and service alerts

➤ Maintained customer data platform with 0 downtime

- Handled **138 million** requests via MARTA data APIs
- Added trip planning support for regional agencies

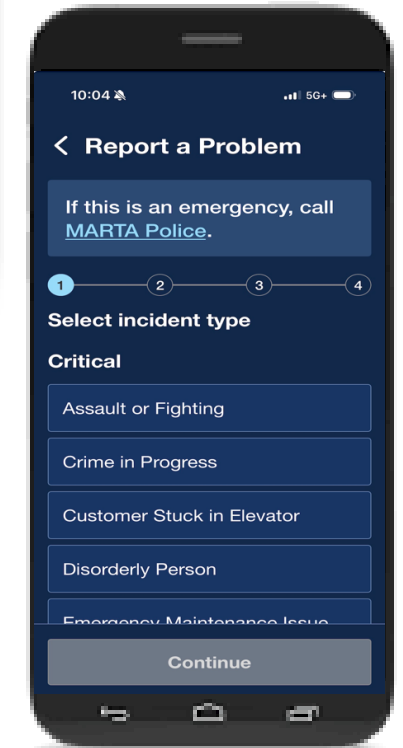
App store ratings improved to **4.0 stars** up from **1.9**



itsmarta.com/ride



TRIPS Screens at Five Points

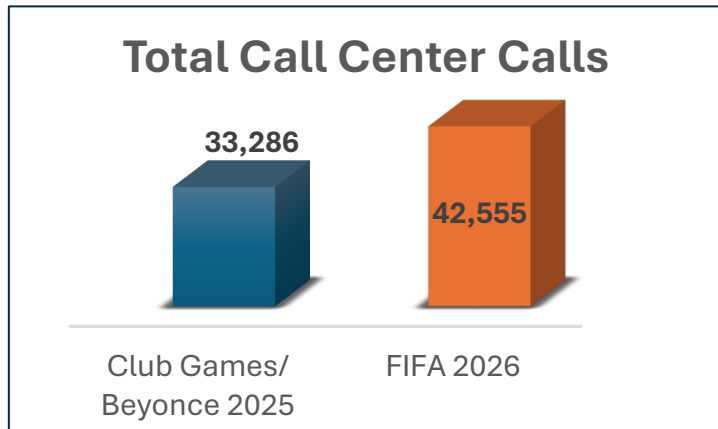


New MARTA App



CUSTOMER SERVICES

- Call Center Calls increased by 27% vs YAG



- Emails increased by 85% during the same timeframe vs. YAG

Top Three Social Media Posts = 65% of total social media posts

1. Requests for FIFA commemorative Breeze cards/merchandise
2. Positive Comments regarding service & overall experience
3. Comments regarding Staff & MPD presence in the system



CUSTOMER COMMENTS

The 5 min trains were awesome! Loved the clear vibrant signage and the visibility of MARTA workers and volunteers

7/14/2026 05:10 AM

Love the FIFA breeze cards!

7/13/2026 08:20 PM

The increased train frequency on the weekend is game changer. Makes me much more likely to use MARTA on weekends. Appreciated the additional personnel visible and present

7/14/2026 11:09 AM

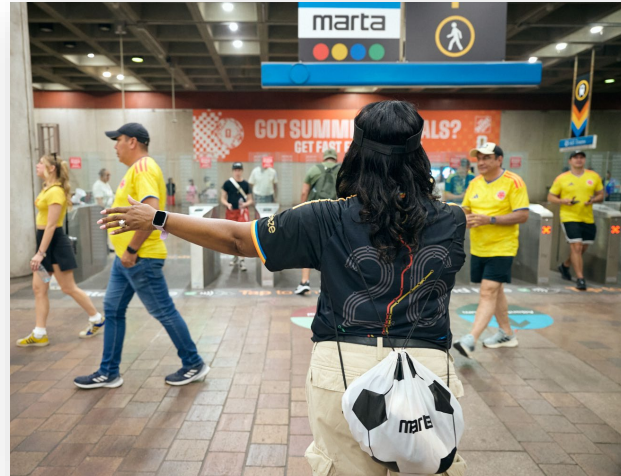
Marta was the easiest and efficient way to travel to FIFA fest. I took it 5 times to Peachtree Center from Doraville. Every time I travel to the airport I take Marta. Keep up the great work!

7/9/2026 10:13 PM



CUSTOMER EXPERIENCE

- Transit Ambassador
 - Over 600 non-represented employees and contractors
 - More than 6,400 assignments
 - Beyond 250 External Volunteers
 - System-Wide



EXECUTIVE ENGAGEMENT

All hands. All Levels.

All in!



NEW IMPLEMENTATIONS

- Metering Queues
 - SEC District Station
 - Concourse Level
 - Plaza Level
 - Vine City Station



NEW IMPLEMENTATIONS

- LIVE Station Entertainment
 - Art Exhibits
 - DJ Sets
 - Live Bands
 - Live Instrumentalist with Live Painters
 - Circus Acts
 - Roller-skate Squads



External Affairs

Michelle Arrington

AGM of External Affairs



Campaign Overview: Less Traffic, More Soccer > Let MARTA Drive



Results To-Date

←→
40 Million Impressions
\$588K Advertising Revenue
\$89K MARTA Merch Sales



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SPECIALTY ITEMS

- Custom Jerseys
 - Match Day Black
 - Fan Festival Beige



NEWS MEDIA



At \$2.50, MARTA fare is one of the best deals to get to FIFA World Cup games

Thousands of cameras, hundreds of officers in play to keep MARTA safe during FIFA, agency says

'Love to see more people taking MARTA:' System reports record ridership during World Cup

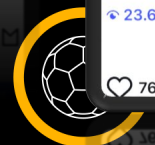
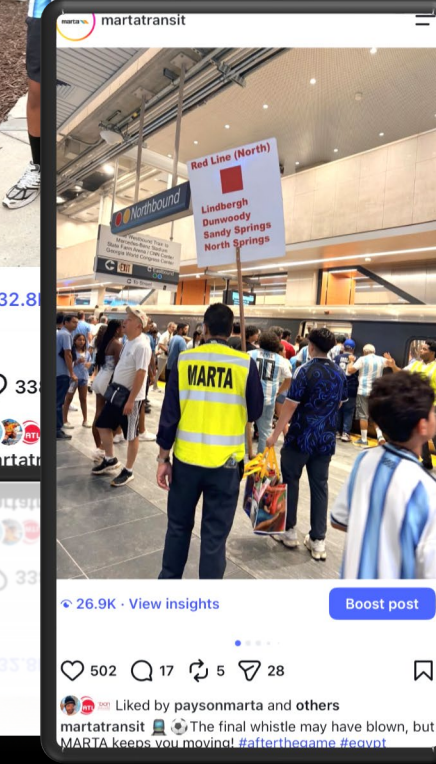
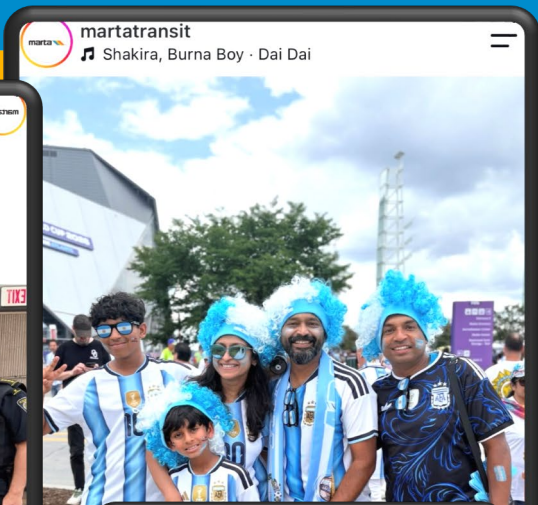
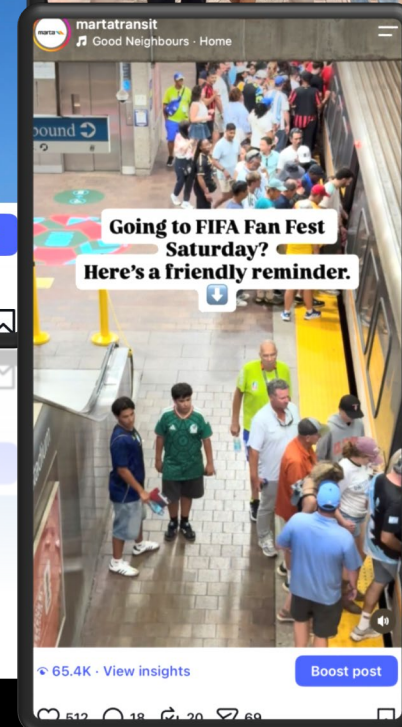
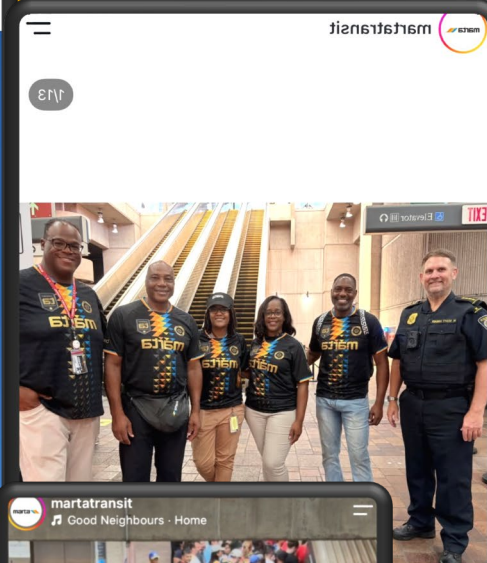
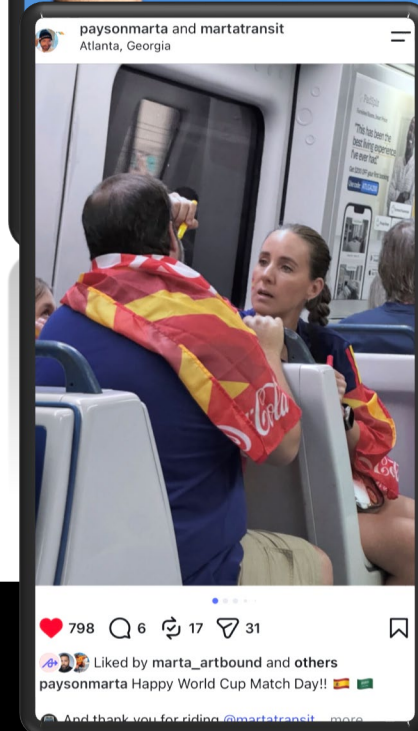
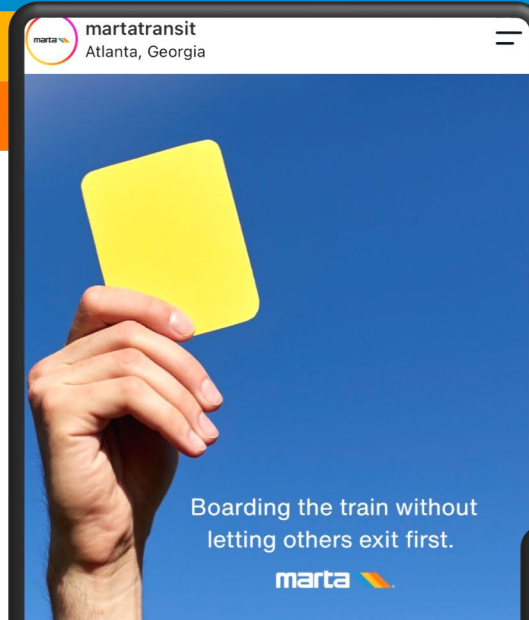
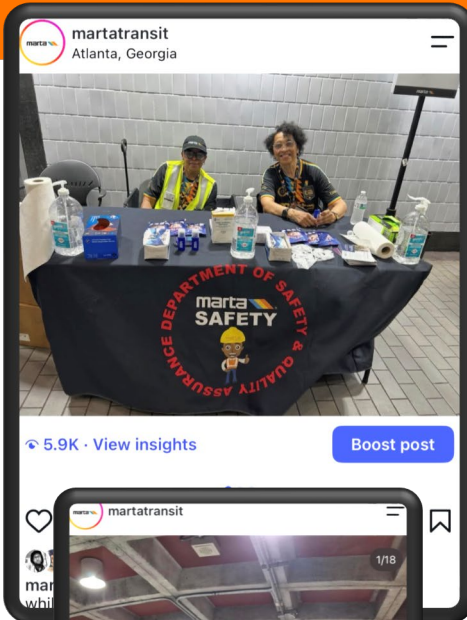
MARTA surpasses 2 million trips during World Cup



MARTA CEO says Atlanta transit ready for FIFA World Cup: 'Safe, clean, reliable service'



SOCIAL MEDIA



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Let MARTA Drive

Finance

Greg Patterson

Deputy CFO Budgets & Grants



REVENUE

- \$8.8M Estimated Sales Tax Growth
(June and July)
- \$2.4M Farebox Revenue Growth
(June and July)

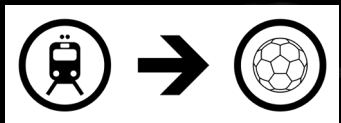


EXPENSES

- \$5.7M in additional expenses
(Rail, Bus, Police)



THANK YOU



marta  | Let MARTA Drive