



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, NOVEMBER 21, 2024

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair Rita Scott called the meeting to order at 12:17 P.M.

Board Members

Present:

Al Pond
Freda Hardage
Roderick Frierson
Rita Scott
Valencia Williamson
Jennifer Ide
Jacob Tzegaegbe
Sagirah Jones
James Durrett

Board Members

Absent:

Kathryn Powers
Stacy Blakley
Thomas Worthy
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Steven Parker
LaShanda Dawkins
Carrie Rocha
Peter Andrews
Ralph McKinney
Rhonda Allen
George Wright

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Chinnette Cannida, Eddie Eades, Stephany Fisher, Tyrene Huff, Kenya Hammond, Jennifer Larosa and Michael Rafshoon

2. APPROVAL OF THE MINUTES

Minutes from July 25, 2024 External Relations Committee meeting.

Approval of the Minutes from July 25, 2024 External Relations Committee meeting. On a motion by Board Member Ide, seconded by Board Member Hardage, the motion passed by a vote of 9 to 0 with 9 members present.

3. BRIEFING

Briefing - Election Update

Michael Rafshoon, Government Affairs Program Manager, provided an overview of the 2024 State, Federal, and Local election results and their impacts on the Authority.

Briefing - Government Affairs Legislative Update

Jennifer Larosa, Director of Government and Community Affairs, gave the committee an overview of MARTA's 2025 Legislative Agenda.

Briefing - Marketing and Sales End of Year Wrap-Up

Chinnette Cannida, Senior Director Marketing and Sales, provided the committee with an overview of the 2024 Marketing and Sales year end highlights.

Briefing - Media Impressions Update

Stephany Fisher, Senior Director, provided the committee with an update on MARTA's media impression for July - October 2024.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:56 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://www.youtube.com/live/0uyiDRTDUw4?feature=shared>

2024 Election Update

Michael Rafshoon
Government Affairs Manager

November 21, 2024
External Relations Committee





FEDERAL

EXECUTIVE

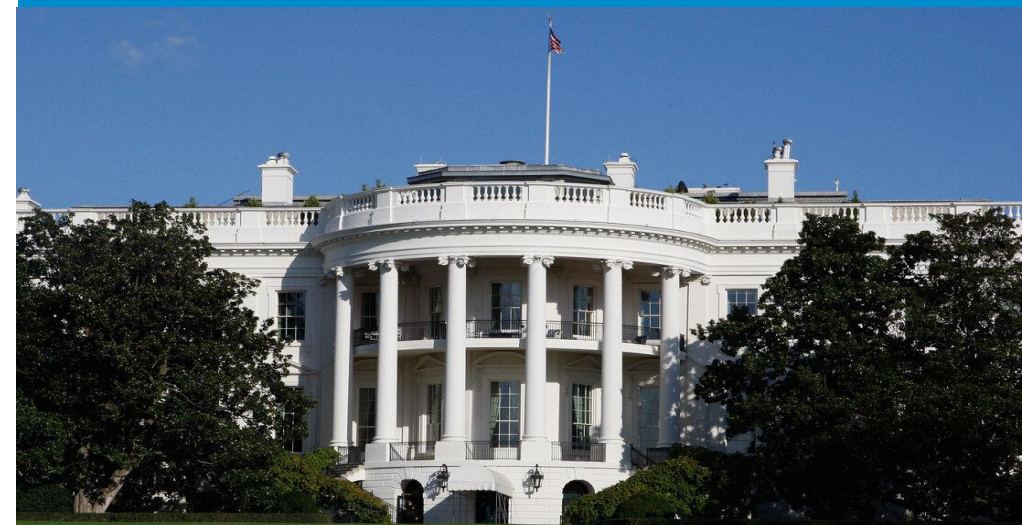
- Former President Donald Trump elected
- Likely cabinet turnover

U.S. HOUSE (435)

- Rep. Lucy McBath shift to GA-6 (Cobb/ North Fulton)
- Rep. Rich McCormick shift to GA-7 (North Fulton/ Gwinnett)
- **Republican**: 218
- **Democratic**: 212

U.S. SENATE (100)

- **Republican**: 53
- **Democratic**: 47
- Republican simple majority





STATE

HOUSE OF REPRESENTATIVES (180)

- MARTOC Chair Deborah Silcox reelected
- **District 56:** Bryce Berry (D)
- **District 65:** Robert Dawson (D)
- **Republican:** 101
- **Democratic:** 79 +1 pickup

SENATE (56)

- **Republican:** 33
- **Democratic:** 23
- No composition changes
- **District 34:** Kenya Wicks (D)
- **District 55:** Randal Mangham (D)



MUNICIPAL

CITY OF ATLANTA

- **AL-3:** Eshe Collins/ Nikki Jones runoff

CLAYTON COUNTY

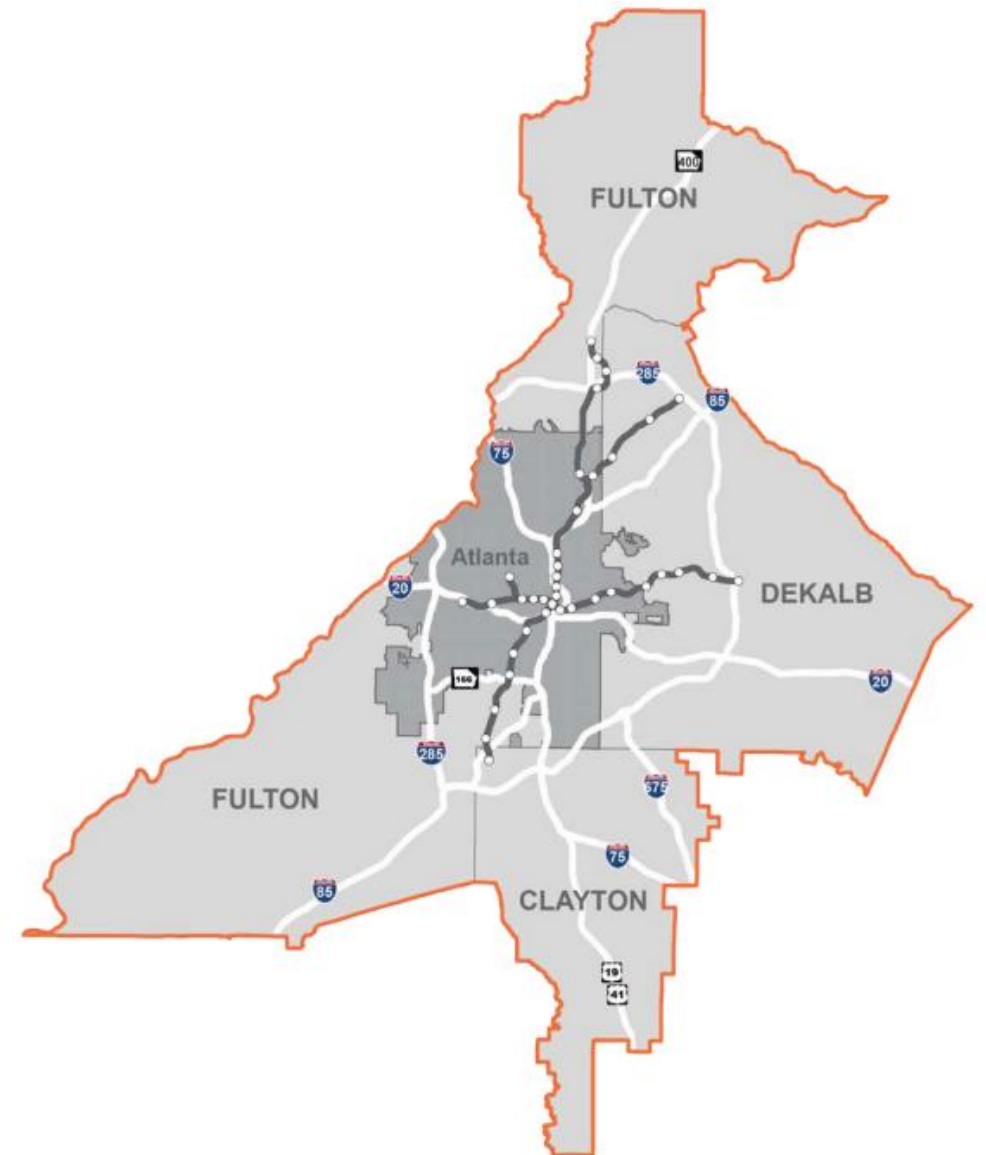
- **Chair:** Alieka Anderson
- **District 1:** Alaina Reeves
- **District 3:** Tashe Allen

FULTON COUNTY

- **District 4:** Mo Ivory

DEKALB COUNTY

- **CEO:** Lorraine Cochran Johnson
- **District 3:** Andrew Bell/ Nicole Massiah runoff
- **District 4:** Chakira Johnson
- **SD-7:** Jacqueline Adams/ LaDena Bolton runoff



Impacts

FEDERAL IMPACTS

- Formula funding unaffected
- Anticipated interest in road and rural projects
- Increased competition for CIG projects
- Potential regulatory reform

STATE IMPACTS

- Continuing partnership with leadership

LOCAL IMPACTS

- Changes in federal programs to effect local projects
- New opportunities for expansion and priorities



Thank You





Government Affairs

2025 Legislative Agenda

Jennifer Larosa
Sr. Director, Government Affairs

November 21, 2024
External Relations Committee

State Legislative Agenda

- ✓ Transit Lane Camera Enforcement

Other Matters of Interest to MARTA

- ✓ Expansion of CDL language tests
- ✓ Tort Reform
- ✓ Relationship Cultivation



Automated Monitoring of Transit Lanes

MARTA Rapid Summerhill is under construction and successful operation from the beginning is critical.

- ✓ Reduces law enforcement personnel costs and time commitment
- ✓ Provides reliable service for transit dependent customers
- ✓ Ensures lane availability for EMS and first responders
- ✓ Minimal construction compared to physical barriers



Legislative Proposal

Modifies OCGA Title 40 pertaining to motor vehicles and traffic.

- ✓ Bars non-transit vehicles from entering/parking in the **dedicated transit lane** unless authorized by a traffic control device or in an emergency
- ✓ Permits local law governments to monitor and enforce transit lanes
- ✓ Authorizes jurisdictions to engage a third-party vendor to provide automated camera enforcement services
- ✓ The violations would not result in bench warrants/arrests
- ✓ Maintain an equitable/fair initial violation option





Key Stakeholder Meetings

Utilizing the off-season for more in-depth conversations, we meet with:

- ✓ Speaker Pro Tempore, Jan Jones
- ✓ House Transportation Chair, Rick Jasperse
- ✓ Lieutenant Governor, Burt Jones Office
- ✓ President Pro Tempore, John F. Kennedy
- ✓ Senate Transportation Chair, Greg Dolezal
- ✓ Senate SLOGO Chair, Frank Ginn



Cultivating Champions

Create champions with more ongoing MARTA contacts and engagement

- ✓ Inviting new elected officials at IOC and HQ
- ✓ Continue meetings and communications with local elected officials
- ✓ Hosting “Lunch & Learns” with each of our state delegations
- ✓ Presentations with more state committees on general MARTA activity (station soccer, entertainment relationships, etc.)





Thank You





**20 KING HOLIDAY
24 OBSERVANCE
IT STARTS WITH ME.**

**JUANITA
JONES
ABERNATHY**
CIVIL RIGHTS ACTIVIST

**ROBERT
LEWIS**
CIVIL RIGHTS ACTIVIST

**JOSEPH ECHOLS
EVELYN GIBSON
LOWERY**
CIVIL RIGHTS ACTIVISTS

**JACKSON
YOUNG JR.**
CIVIL RIGHTS ACTIVIST

**Office of Marketing & Sales
Year End Update
11/21/2024**
**Chinnette Cannida
Sr. Director of Marketing**

Agenda – 2024 Highlights

- Marketing & Special Events Metrics
- Campaign Highlights:
 - Civil Rights Act 60th Anniversary - Bus Wrap Program
 - Atlanta United 2024 Season
- Advertising & Sales FY24 To-Date
- What's New?
 - Atlanta Airport Advertising Campaign
 - MARTA Merch Grand Opening!



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.

- **46 Events & Activations:**
 - Avg. 326 attendees per event
- **NEW Events/Activations:** Hispanic Heritage/Black History/Asian American Pacific Islander Activations, Atlanta Pride Trade Partnership, Earth Day Event - Indian Creek Market Farm, COPA Watch Party
- **New Monthly E-Newsletter:** Highlights MARTA events, partnerships, updates
 - Email Metrics: List size: 107K, 30% open rate, 0.45% click rate



Global Growers Kensington Farm, April



Black History Mo. Cust. Appreciation, Feb.



COPA America Watch Party, June



1456

marta



#SHIFTTHECULTURE

**20 KING HOLIDAY
24 OBSERVANCE**

IT STARTS WITH ME.

SHIFTING THE CULTURAL CLIMATE THROUGH THE STUDY AND PRACTICE OF KINGIAN NONVIOLENCE



TEXT
MLKGIVE
TO
44321

Yearlong celebration of Black History with five specially designed buses honoring Atlanta's Civil Rights icons



**Juanita Jones Abernathy, Civil Rights Activist
MARTA Board Member**



Congressman John Lewis, Civil Rights Activist, MARTA Advocate

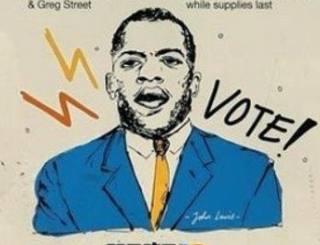


VOTER REGISTRATION DRIVE

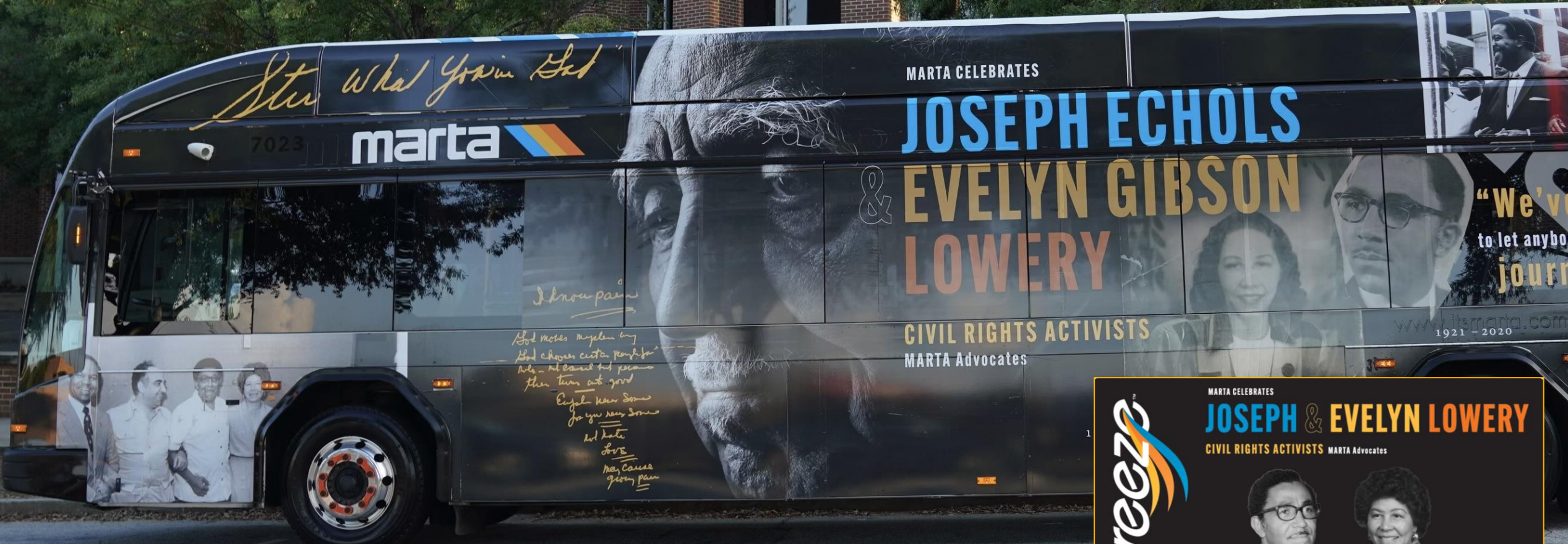
and Special Bus Honoring Congressman John Lewis

Thursday, September 12
3 - 6 PM
College Park Station

- Register to vote with Fulton or Clayton County
- Live broadcast by V103 & Greg Street
- See the new bus honoring Congressman John Lewis
- Prizes & light refreshments while supplies last



marta



It's what you've got

marta

MARTA CELEBRATES

JOSEPH ECHOLS & EVELYN GIBSON LOWERY

CIVIL RIGHTS ACTIVISTS
MARTA Advocates

*I know pain
God makes my pain big
but chooses extra people
who - at least - put pain
then turn out good
Evelyn never done
for you never done
but hate
Love
na, cause
Joyous pain*



"We've
to let anybo
jour

www.itsmarta.com
1921 - 2020

**Reverend Joseph E. Lowery & Evelyn Gibson Lowery,
Civil Rights Activist, MARTA Advocates**



MARTA CELEBRATES
JOSEPH & EVELYN LOWERY
CIVIL RIGHTS ACTIVISTS MARTA Advocates



COBB LINC | RIDE Gwinnett | Xpress | **marta**

“ MARTA Made Us Great” - Ambassador Young



**Ambassador Andrew Jackson Young, Jr.
Civil Rights Activist, MARTA Advocate**





marta
20 KING HOLIDAY
24 OBSERVANCE
IT STARTS WITH ME.
SUPPORT THE ORIGINAL DREAM THROUGH THE SPIRIT AND PRINCIPLES OF HUMAN DIGNITY.

marta
JUANITA
JONES
ABERNATHY
CIVIL RIGHTS ACTIVIST
2024 SENATE CANDIDATE

marta
7097
"Get in good trouble
necessary trouble, not holy war."
- Martin Luther King Jr.
ROBERT
LEWIS
CIVIL RIGHTS ACTIVIST
2024 SENATE CANDIDATE

What You Did
marta
7098
JOSEPH ECHOLS
EVELYN GIBSON
LOWERY
CIVIL RIGHTS ACTIVISTS
2024 SENATE CANDIDATES

SPECIAL
marta
7099
"There's no problem
in the planet that we're not
going to solve. There's no
problem that we're not going
to solve in the 21st century."
- Martin Luther King Jr.
JACKSON
YOUNG JR.
CIVIL RIGHTS ACTIVIST
2024 SENATE CANDIDATE

Atlanta United 2024 Season Partnership Highlights

- MARTA Ticket Package
- In-Stadium Branding
- Digital & Radio Activation
- Front Porch Activation
- Employee Engagement – Season Pass Share
- Co-Branded Retail Collection
- Performance-To-Date







In-stadium branding giving **two minutes** of exposure on upper and lower-level **2,700-foot** LED Ribbon Boards, and the **100-foot tall, 6,700-square-foot** Mega-Column in rotation with other brands.



Ten minutes of content on concourse IPTV monitors delivering **1600+** displays in the stadium. The featured creative ran for 20 seconds at a time in a rotation with other brands.

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

Social Media Posts



47 TOTAL POSTS

2,752 TOTAL ENGAGEMENTS

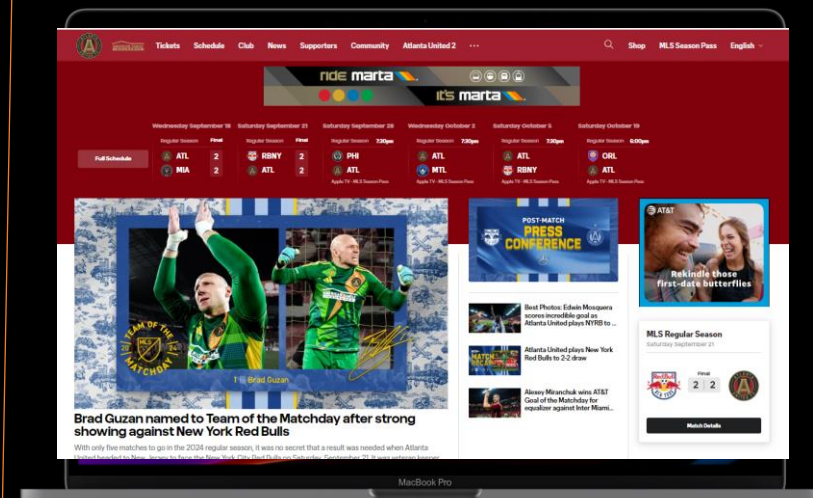
30K+ TOTAL VIDEO VIEWS

Two 30-Second Radio Spots



465K WEEKLY LISTENERS

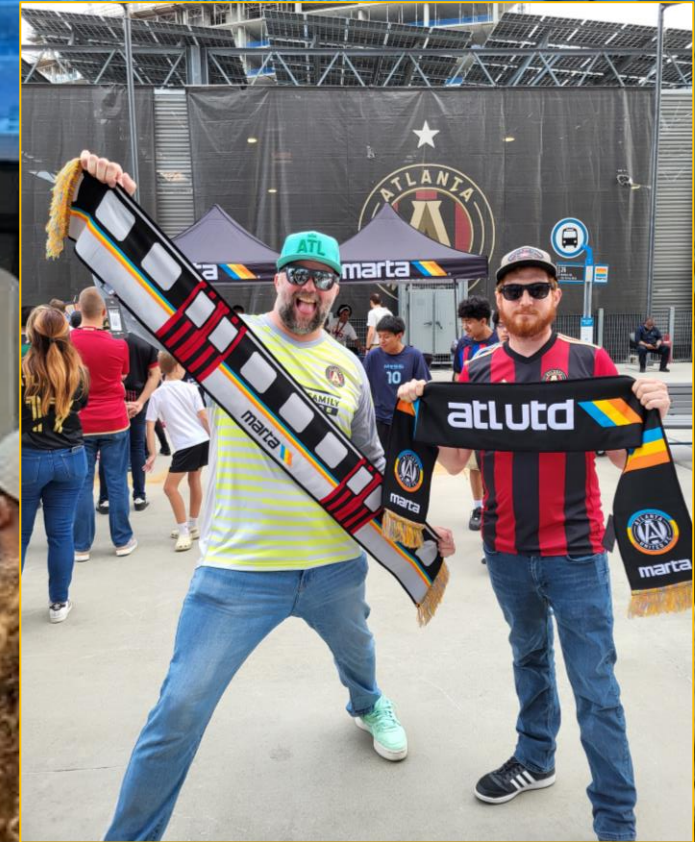
Run-of Site Ads



152.5K TOTAL IMPRESSIONS

301 TOTAL CLICKS

MARTA x ATL UTD collection SOLD OUT within 24 hours at the Atlantic Station Team Store, sold out online in just 12 hours, and completely sold out at the stadium in only two hours on match day.



MARTA Hosted Pop-ups:

- **10/3 – Hispanic Heritage Appreciation (\$2K)**
- 11/21 – Holiday Market, West End, 3-6 p.m.
- 12/12 – Customer Appreciation, H.E. Holmes, 3-6 p.m.
- 12/19 – Employee-Only Holiday Bazaar, MARTA HQ, 10-3 p.m.



Customer (ATL UTD Fan) & Employee Activations to boost engagement

COMING SUMMER 2025



ATLANTA UNITED

2025 MARTA COLLECTION REVIEW



STUDENTS WHO SWITCH GET A MOTO G 5G ON US
DARE TO BE DIFFERENT

DIFFERENT
PRIME
STUDENTS WHO SWITCH GET A MOTO G 5G ON US

DIFFERENT
PRIME
STUDENTS WHO SWITCH GET A MOTO G 5G ON US

CHOICE OF 5G PHONES
FREE PHONES
STUDENTS WHO SWITCH

All Trains

All Trains
Entry Gates No Smoking

DARE TO BE DIFFERENT
PRIME
STUDENTS WHO SWITCH GET A MOTO G 5G ON US

Advertising & Sales Revenue Update

Advertising & Sales Programs Annual Revenue Comparison FY20 –FY25 YTD

Programs	FY20 Totals	FY21 Totals	FY22 Totals	FY23 Totals	FY24 Totals	FY25 YTD (Jul-Sept)
Advertising	\$7.438M	\$5.072M	\$7.221M	\$7.474M	\$5.925M	\$0
Sales	\$18.330M	\$5.904M	\$7.650M	\$8.843M	\$9.140M	\$2.437M
Total	\$25.768M	\$10.976M	\$14.871M	\$16.317M	\$15.063M	\$2.437M

Advertising & Sales Program Key Highlights

- **Advertising Outlook:**

- Stopped Restricted Ad sales in late 2023: Legal, Bail Bonds, Alcohol, and Predatory Lenders cutting ad revenue. Modified the contract with Intersection due to the policy change.
- RFP is underway for a new transit shelter vendor.

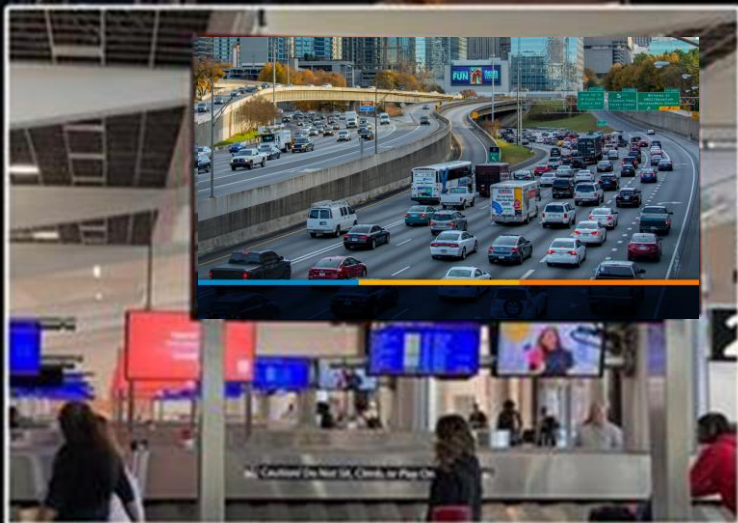
- **Sales Outlook:**

- FY24 saw an increase in 3 of 5 programs. Although the sales programs showed growth in FY24 compared to FY23. FY24 sales compared to FY20 sales continue to be down (-50%).
- Declining program revenue prompts assessment of revitalization strategies, including a robust sales funnel, new tech like AFC 2.0, and innovative partner packages to attract more partners.



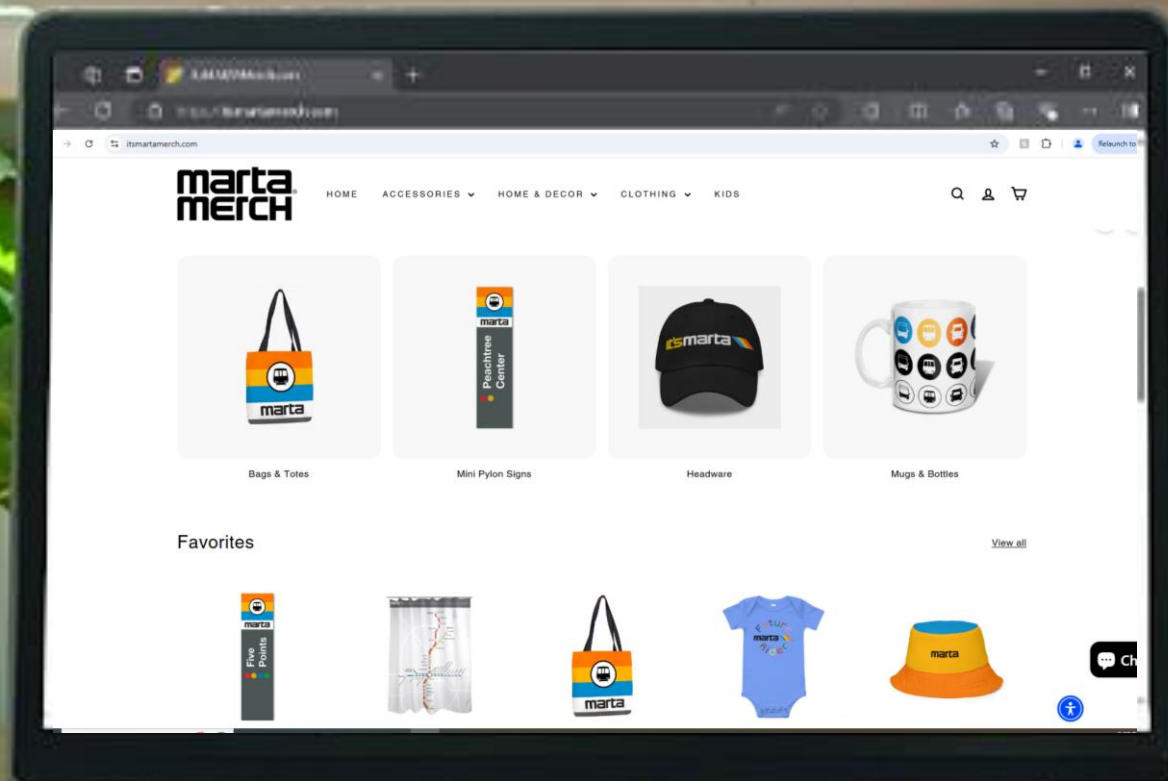
Ridership campaign at Atlanta Airport's Welcome Arrivals area, between North and South Domestic Baggage Claim, will target travelers making Atlanta their final destination with **'Ride MARTA'** and **'Skip Traffic'** messaging and arrows directing them to the station.

Arrivals Digital campaign launched with 19 screens across all baggage claim locations displays our 'Ride MARTA' and 'Skip Traffic' messaging.



Grand Opening!

ItsMARTAMerch.com





Thank You



MEDIA IMPRESSIONS

APTA HONORS



JULY – OCTOBER 2024

830 IMPRESSIONS

14 PRESS RELEASES

80% POSITIVE & NEUTRAL

\$3.4M AVE



JULY

JULY



Impressions

546,905

Engagements

35,291

Post Link Clicks

11,982

Next Door

565,549

Facebook & Instagram Stories

34,893

Positive & Neutral

72%

An underwater scene featuring a large, rectangular concrete structure, possibly a building or a large container, partially covered in green algae. The structure has several dark, rectangular openings that resemble windows. Numerous fish of various species are swimming around the structure. The water is a deep blue color, and the overall atmosphere is serene and natural.

1,360 IMPRESSIONS

15 PRESS RELEASES

93% POSITIVE & NEUTRAL

\$1.9M AVE

AUGUST

AUGUST

Impressions

1,345,870

Engagements

88,572

Post Link Clicks

10,523

Next Door

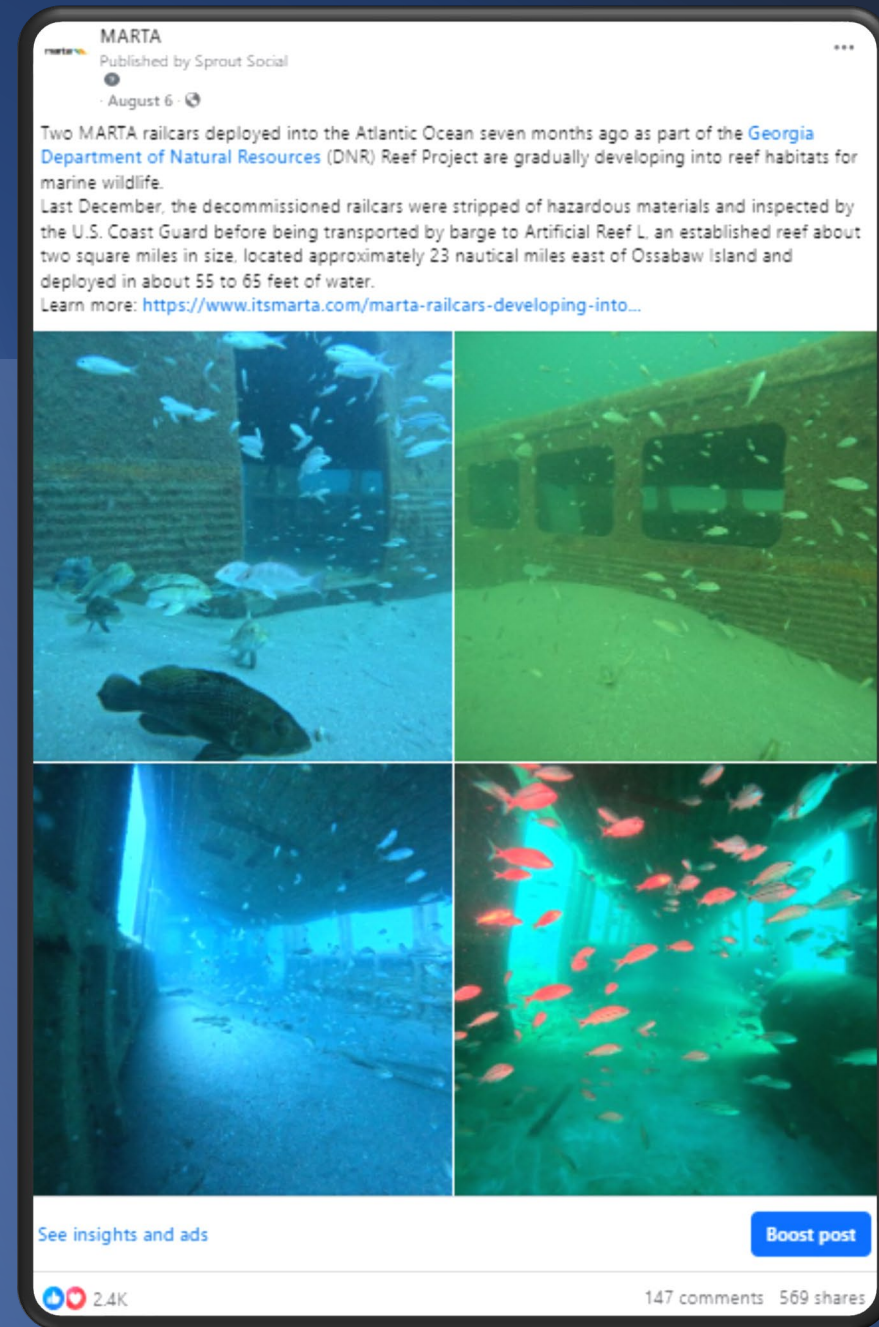
530,232

Facebook & Instagram Stories

35,845

Positive & Neutral

68%



939 IMPRESSIONS

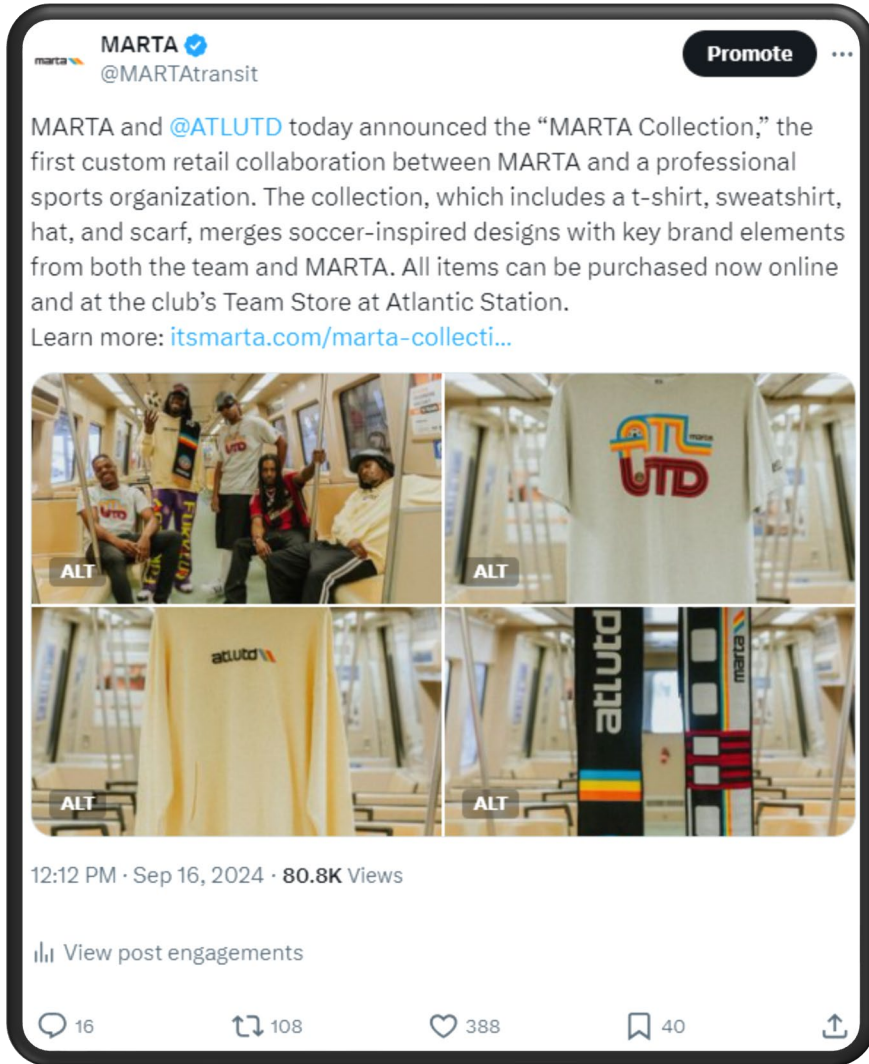
25 PRESS RELEASES

94% POSITIVE & NEUTRAL

\$2M AVE

SEPTEMBER





SEPTEMBER

Impressions

629,478

Engagements

41,125

Post Link Clicks

12,234

Next Door

646,321

Facebook & Instagram Stories

52,337

Positive & Neutral

74%

1,250 IMPRESSIONS

18 PRESS RELEASES

100% POSITIVE & NEUTRAL

\$1M AVE

OCTOBER



OCTOBER

Impressions

579,705

Engagements

36,557

Post Link Clicks

13,562

Next Door

753,857

Facebook & Instagram Stories

75,028

Positive & Neutral

65%



Steer what you're led

marta

MARTA CELEBRATES

JOSEPH ECHOLS & EVELYN GIBSON LOWERY

CIVIL RIGHTS ACTIVISTS
MARTA Advocates

I know pain

*God moves angels by
And changes cities, not for
us - not cause not persons
then turn out good
Evelyn knew some
you were some
and hate
love
of cause
pain*

1925 - 2013

*"We've come too far...
to let anybody turn back the clock on our
journey to justice."*

1921 - 2020

The "Da" Crowd

- Informed
- Involved
- Inspired

QUESTIONS