



EXTERNAL RELATIONS COMMITTEE MEETING

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

THURSDAY, NOVEMBER 19, 2020

MEETING SUMMARY

The Board of Directors External Committee meeting was called to order, at 11:50 a.m. on Thursday, November 19, 2020, via WebEx, Atlanta, Georgia.

Board Members Present

Roberta Abdul-Salaam
Jim Durrett
William Floyd
Roderick Frierson
Jerry Griffin
Freda Hardage
Alicia Ivey
Rita Scott (**Vice Chair**)
Christopher Tomlinson*

Staff Members Present

Jeffrey Parker
Rhonda Allen
Luz Borrero
Collie Greenwood
Kevin Hurley
Melissa Mullinax
Elizabeth O'Neill
Franklin Rucker
David Springstead

Other staff members in attendance: LaShanda Dawkins, Steven McClure, Jonathan Hunt, Colleen Kiernan, Stephany Fisher, Erica Pines, Sean Thomas Paula Nash, Kirk Talbott, Tyrene Huff and Marie Peters

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1. Approval of September 17, 2020, External Relations Committee Meeting Minutes

On a motion by Mr. Frierson seconded by Mrs. Hardage, the minutes were unanimously approved by a vote of 8 to 0 with 9* members present.

*Christopher Tomlinson is the Executive Director of Georgia Regional Transportation Authority (GRTA) and is therefore, a non-voting member of the MARTA Board of Directors.

2. **Briefing – 2021 Legislative Agenda**

The Board received an update on the following:

- 2020 MARTA Federal legislative review
- 2020 election results – highlights
- FY2022 state funding for transit – sources
- Contract lobbyists
- 2021 MARTA legislative agenda

3. **Briefing – Public Engagement Update**

The Board received an update on the following:

- Engagement
 - Enhanced strategies and tactics
 - MARTA pop-up breeze stores
 - Virtual public meetings
 - Board meetings go virtual
 - MARTA launched nextdoor
- Collaboration
 - Diversity and inclusion
 - Community and advocacy groups
 - MARTA 2040 roadshows
- On the horizon
 - Station renaming
 - MARTA 2040 website

4. **Briefing - Media Impressions Update**

The Board received an update on the following:

- July – MARTA used state-of-the-art technology to make vehicle and facility cleaning easier and faster
- August – MARTA circulator route provided essential transit service to frontline workers in south Fulton County
- September – MARTA invested in bus safety features, resumed front door boarding and onboard fare collection
- October – MARTA launched pilot program with Uber

5. **Other Matters**

None

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Adjournment

The meeting adjourned at 12:38 p.m.