



EXTERNAL RELATIONS COMMITTEE MEETING

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Thursday, July 23, 2020

MEETING SUMMARY

The Board of Directors External Relations Committee meeting was called to order at 10:00 a.m., Thursday, July 23, 2020, via WebEx, Atlanta, Georgia.

Board Members Present

Roberta Abdul-Salaam
Robert L. Ashe III
William "Bill" Floyd
Roderick A. Frierson
Freda B. Hardage
Alicia Ivey
John "Al" Pond
Rita A. Scott
W. Thomas Worthy

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1. Approval of May 21, 2020, External Relations Committee Meeting Minutes

On a motion by Mrs. Hardage, seconded by Ms. Ivey, the minutes were unanimously approved by a vote of 6 to 0 with 6* members present.

2. Briefing - MARTA's Film Policy

The Board received an update on the following:

- Overview on MARTA's internal processes on managing film and movie request
- MARTA external affairs ensure that all film and movie request are safe and carries minimal impact to customers
- MARTA has been featured in more than 50 major movie productions in the last 5 years
- MARTA receives various types of production requests which includes, movies, commercials, documentaries, music videos and student

* Board members Roberta Abdula-Salaam, W. Thomas Worthy and William Floyd, joined the meeting after the vote for approval of the minutes.

- MARTA follows FTA safety and regulations to safeguard best practices
- Safety and security continue to be MARTA's top priorities during production
- MARTA film request increased from three annually (pre-2008) to four each month
- Production activities significantly reduced as a result of COVID-19 concerns
- MARTA will update its film/TV policy to incorporate COVID-19 guidelines

3. Briefing - Media Impressions Update

The Board received an update on the following:

- In January the General Manager traveled to DC to pledge MARTA's backing to fight sex trafficking
- MARTA was involved in 337 news stories between January to June 2020
- MARTA named its first ever Chief Customer Experience Officer to oversee Riders' Advisory Council
- MARTA announces breeze pop-up locations
- In March, MARTA took distinct measures to prevent spread of COVID-19 in stations and buses
- Ludacris and Mike-Will-Made-It led efforts to make mask for MARTA frontline staff
- MARTA suspended service to adhere to curfew

4. Briefing – 2020 Legislative Wrap-up

The Board received an update on the following:

- MARTA legislative priorities are broken down into three categories: focus on jurisdictions, state and federal relationships and MARTOC audit
- The State's budget passed in June with a 10% cut
- One third of Uber/Lift proceeds is in MARTA's jurisdiction
- MARTA's Human Trafficking campaign pledge was signed by General Manager

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Adjournment

The meeting adjourned at 10:58 a.m.