



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

BUSINESS MANAGEMENT COMMITTEE

THURSDAY, JULY 24, 2025

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Vice-Chair James Durrett called the meeting to order at 9:32 A.M.

Board Members

Present:

Freda Hardage
James Durrett
Kathryn Powers
Roderick Frierson
Jennifer Ide
Jacob Tzegaegbe
Sagirah Jones
Elizabeth Bolton-Harris

Board Members

Absent:

Al Pond
Russell McMurry
Rita Scott
Thomas Worthy
Valencia Williamson
Jannine Miller
Shayna Pollock

Staff Members Present:

Rhonda Allen
Steven Parker
Ralph McKinney
Jonathan Hunt
Carrie Rocha
Michael Kreher
George Wright
Kevin Hurley
Paul Lopes

Also in Attendance:

Justice Leah Ward Sears, Phyllis Bryant, David Emory, Kenya Hammond and Roydel Stewart

2. APPROVAL OF THE MINUTES

Minutes from June 26, 2025 Business Management Committee Meeting.

Approval of the Minutes from June 26, 2025, Business Management Committee meeting. On a motion by Board Member Powers, seconded by Board Member Frierson, the motion by a vote of 4 to 0 with 1 member abstaining and 5 members present.

3. RESOLUTIONS

Resolution Authorizing the Award of a Contract for MARTA On the Go Mobile Application, RFP P50565

Approval of the Resolution Authorizing the Award of a Contract for MARTA On the Go Mobile Application, RFP P50565. On a motion by Board Member Hardage, seconded by Board Member Bolton-Harris, the resolution passed by a vote of 7 to 0 with 7 members present.

Resolution Authorizing the solicitation of Proposals for the Procurement of Digital Out of Home In-Tunnel Advertising, RFP P50731

Approval of the Resolution Authorizing the solicitation of Proposals for the Procurement of Digital Out of Home In-Tunnel Advertising, RFP P50731. On a motion by Board Member Hardage, seconded by Board Member Powers, the resolution passed by a vote of 8 to 0 with 8 members present.

Resolution Authorizing the Modification of the MARTA Pool of Authorized Underwriting Service Providers Pursuant to a Review of Current Provider Pool

Approval of the Resolution Authorizing the Modification of the MARTA Pool of Authorized Underwriting Service Providers Pursuant to a Review of Current Provider Pool. On a motion by Board Member Hardage, seconded by Board Member Frierson, the resolution passed by a vote of 8 to 0 with 8 members present.

4. OTHER MATTERS

Letter of Intent - Utilize The State of Georgia Technology Authority Contract to Procure Wi-Fi Telecommunication Services for MARTA Buses, Rail Cars and Other Equipment

5. ADJOURNMENT

The Committee Meeting adjourned at 10:02 A.M.

YouTube link: <https://www.youtube.com/live/Kdp-foj5l8E?si=MWBWgnuBFpX7mCKh>



Resolution Authorizing the Award of a Contract for the Replacement of the MARTA On The Go Mobile Application, RFP P50565

Business Management Committee

MARTA Board of Directors

July 24th, 2025

David Emory

Sr. Director, Customer Technology
Office of Customer Technology

AGENDA

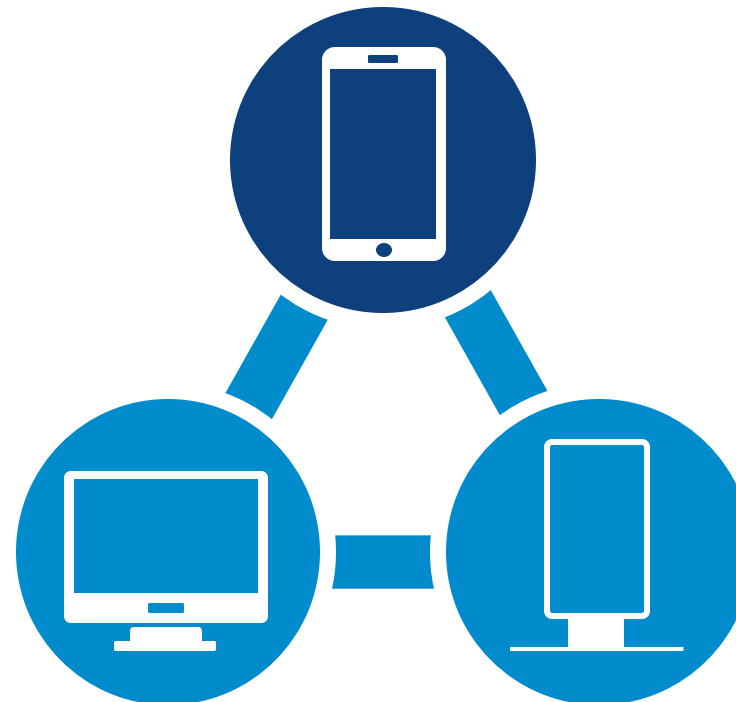
1. Project Background
2. Procurement Timeline
3. Selection Rationale
4. Financial Considerations
5. Board Resolution Request



Mobile device showing map application

Background: Customer Tech Product Portfolio

New Mobile App



itsmarta.com Website Replacement

- Contract awarded Jan 2025; design work in progress
- Phase 1 (Rider Tools) to launch in Spring 2026

Enhanced Digital Signage

- TRIPS-Stations contract award pending
- Coordinated signage efforts across expansion and vehicle procurement projects

All product design informed by **Passenger Information Needs** assessment (complete)

Background: Mobile App Replacement Project

- App Replacement project will combine the features of four apps into one:
 - Rider information / trip planning
 - Breeze mobile payment
 - Incident reporting (See & Say)
 - On-demand booking and tracking
- Aligns with MARTA's "Safe, Clean, Reliable" strategic priorities
 - Improved reliability through better service information for customers
 - Improved cleanliness and safety through enhanced customer reporting and alerts



Graphic showing four mobile apps combining into one

Procurement Timeline

- ✓ **November 2024** - RFP P50565 released
- ✓ **March 2025** - 18 responsive proposals received by the evaluation team
- ✓ **April 2025** - Evaluation team reviewed proposals and shortlisted 5 proponents
- ✓ **May 2025** - Oral presentations held
- ✓ **June 2025** - Selection committee made recommendation to enter contract negotiations with **Reflexions Data LLC**
- **Request Board authorization to award the contract**



Riders on MARTA train Platform

Selection Rationale

- Prime Contractor: **Reflexions Data, LLC**
 - New York-based design and development agency
 - Extensive transit industry experience including NY MTA, WMATA, MBTA, PANYNJ, SF MTC
 - Currently engaged by MARTA for itsmarta.com Website Replacement project
- Subcontractors:
 - **Hubspire**: Software Development (DBE)
 - **Sachs Insights**: User Research (DBE)
 - **ELERTS**: Incident Reporting Platform
- Proposal provided complete understanding of MARTA's requirements and recommended a robust design process
- Committed to meet assigned DBE goal of 20%



In Partnership With



Financial Considerations

The term of this Contract is 5 years.

FY26 <i>(Design, Development, Testing, Rollout/ Deployment, Maintenance & Support, Hosting)</i>	\$2,639,303.20
FY27 <i>(Testing, Rollout/Deployment, Major Integrations, Maintenance & Support, Hosting)</i>	\$1,881,455.20
FY28 <i>(Major Integrations, Maintenance & Support, Hosting, Enhancements Allowance)</i>	\$1,040,271.20
FY29 <i>(Maintenance & Support, Hosting)</i>	\$391,811.20
FY30 <i>(Maintenance & Support, Hosting)</i>	\$391,811.20
TOTAL *	\$6,344,652.00

**This Contract is being funded by local capital and local operating funds.*



Rider using mobile device to enter faregate

Board Resolution Request

The Office of Customer Technology requests approval by the MARTA Business Management Committee of the resolution Authorizing the GM/CEO or his delegate to enter into a Contract for **Replacement of the MARTA On The Go Mobile Application**, RFP P50565, with Reflexions Data, LLC in the amount of \$6,344,652.



Rider using mobile device inside vehicle



Thank You



**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR MARTA ON THE GO
MOBILE APPLICATION, REQUEST FOR PROPOSALS NUMBER P50565**

WHEREAS, the Authority's Office of Customer Technology has identified the need for the Procurement of MARTA On the Go Mobile Application, Request for Proposals Number P50565; and

WHEREAS, On November 22, 2024 the Metropolitan Atlanta Rapid Transit Authority duly sent to potential Offerors notice of its Request for Proposals for MARTA On the Go Mobile Application, RFP P50565; and

WHEREAS, notice of the said Request for Proposals was advertised in the Georgia Procurement Registry, the Georgia Local Government Access Marketplace, and on MARTA's website; and

WHEREAS, all Proponents were given the opportunity to protest the proposal instructions, specifications, and/or procedures; and

WHEREAS, on February 14, 2025 at 2:00 p.m., local time, twenty-one (21) proposals were received; and

WHEREAS, the Authority's staff determined that Reflexions Data LLC submitted the most advantageous offer and other factors considered and is technically and financially capable of providing the services.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute a Contract on substantially the same terms and conditions as contained in the Request for Proposals Number P50565, between the Authority and Reflexions Data LLC for the procurement of MARTA On the Go Mobile Application in the amount of \$6,344,652.00.

Approved as to Legal Form:

Signed by:
Jonathan Hunt

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



July 24, 2025

MARTA Board of Directors Business Management Committee

Paul Lopes
Chief – Operational and Urban Planning
Division of Operational and Urban Planning

**Resolution Authorizing the
Solicitation for Digital Out of
Home In-Tunnel Advertising
RFP P50731**



Definition

- Unique advertising technology, potential new non-fare revenue stream
- Adopted in Europe, Asia and Canada
 - full motion video to customers, unlike anything currently at MARTA
- Installed on subway tunnel walls outside station limits where trains are in motion
- Centrally controlled system
 - loads content in accordance with MARTA advertising approval process/advertising code
 - No interfere with trains, operations, and maintenance activities
 - No interface with SCADA or CIS systems
- Vastly different from re-purposed flat panel displays used in past applications (MARTA 2001-2008 concession with Submedia at Sandy Springs)



Purpose and Scope

- Approach market for proposals from qualified companies
 - install, operate, and maintain a proven turn-key in-tunnel media system
 - potential to include 'Voice of MARTA' and digital art content
- Concession for 10+ years, either directly or through options
- Prospective proponents must have:
 - track record of complete system management and maintenance
 - all hardware/software installations and O&M encompassing cybersecurity
 - proof of operations/agreements with at least one other transit agencies or similar
 - capability to sell and manage advertising on in-tunnel systems once installed and operational

Request Board Approval

**Resolution Authorizing the
Solicitation for Digital Out of
Home In-Tunnel Advertising
RFP 50731**

Thank You



**RESOLUTION AUTHORIZING THE SOLICITATION OF PROPOSALS FOR THE
PROCUREMENT OF DIGITAL OUT OF HOME IN-TUNNEL ADVERTISING, RFP
P50731**

WHEREAS, the Authority is authorized by Section 14(m) of the MARTA Act to procure property or services without competitive bidding if it is impracticable to prepare adequate specifications and an adequate description on the basis of which to solicit competitive bids; and

WHEREAS, the General Manager/CEO has certified, in accordance with Section 14(m) of the MARTA Act, that the procurement of Digital Out of Home In-Tunnel Advertising is impracticable through the solicitation of competitive bids; and

WHEREAS, award of a Contract for the procurement of Digital Out of Home In-Tunnel Advertising, after the solicitation of proposals and selection of a preferred proponent pursuant to Section 14(m) of the MARTA Act, is subject to approval by the Board of Directors.

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO, or his designee be, and hereby is, authorized to solicit proposals for the procurement of Digital Out of Home In-Tunnel Advertising by means other than competitive bidding, in accordance with Section 14(m) of the MARTA Act, through the use of Request for Proposals.

.Approved as to Legal Form:

Signed by:

Jonathan Hunt

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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**



Updating Pool of Negotiated Bond Underwriters

Roydel Stewart

Senior Director Treasury Services

Business Management Committee

July 24, 2025

Updating Bond Underwriter Pool: Overview

- MARTA established a Negotiated Bond Underwriter Pool in 2021 to enable flexibility in issuing bonds
- Upon review of the market, staff recommends updating the pool to eliminate inactive firms and add additional active firms that are engaging with MARTA
- Staff is proposing to add firms based on:
 - Success in municipal bond underwriting
 - Strength of financial position
 - Commitment to MARTA
 - Presence in local market
- With our proposed changes, we maintain a balanced mix of large, mid, and smaller-tier firms

Proposed Changes to Negotiated Bond Underwriter Pool

Additions

- TD Securities (National) – very active in the market
- Cabrera Capital Markets LLC (Small) – increasingly active in market and engaging with MARTA
- Crews & Associates, Inc. (Small) – increasingly active and engaging with MARTA

Removals

- Citi (National) – no longer active in the market
- UBS (National) – no longer active in the market
- Robert W. Baird (Small) – not engaged with MARTA

Proposed Negotiated Bond Underwriter Pool

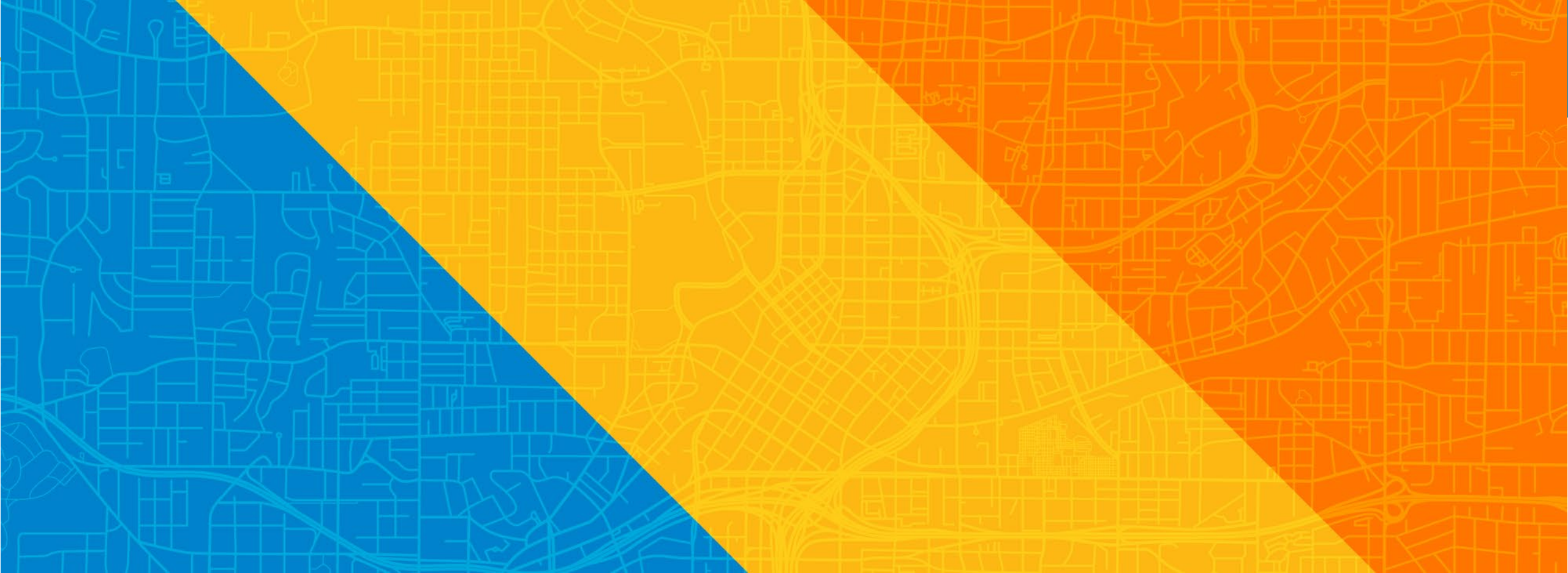
The resulting pool would offer a broad selection of underwriters with varied skill-sets and specializations

National Firms	Mid-tier Firms	Small-tier Firms
Bank of America	Academy Securities Inc.	Blaylock Van, LLC
Barclays Capital Inc.	Estrada Hinojosa & Company, Inc.	Cabrera Capital Markets LLC*
Goldman Sachs & Co. LLC	FHN Financial Capital Markets	Crews & Associates, Inc.*
J.P. Morgan Securities LLC	Fifth Third Securities, Inc.	Drexel Hamilton
Jefferies LLC	Loop Capital Markets LLC	Security Capital Brokerage Inc.
Morgan Stanley	Mesirow Financial, Inc.	Siebert Williams Shank & Co., LLC
TD Securities*	Piper Sandler & Co	Stern Brothers & Co.
RBC Capital Markets	PNC Capital Markets LLC	
Wells Fargo	Ramirez & Co., Inc.	
	Raymond James	
	Truist	

* Proposed additions to underwriter pool

Board Resolution Request

MARTA staff respectfully requests the MARTA Business Management Committee approve the Resolution to Modify the MARTA Pool of Authorized Underwriting Service Providers to be forwarded to the MARTA Board of Directors for full approval



Thank You



**RESOLUTION AUTHORIZING THE MODIFICATION OF THE MARTA POOL OF AUTHORIZED
UNDERWRITING SERVICE PROVIDERS PURSUANT TO A REVIEW OF CURRENT PROVIDER
POOL**

WHEREAS, MARTA utilizes sales tax revenue bonds as a financing source to support the execution of its Capital Improvement Program, and;

WHEREAS, Section 10 of the MARTA Act, permits MARTA to conduct either negotiated or competitive bond transactions, and;

WHEREAS, Negotiated sales can provide greater market access, greater flexibility on pricing and bond structure on new money borrowings and refundings, and;

WHEREAS, in order to maintain this additional flexibility in selling, MARTA staff and its Financial Advisors reviewed the existing pool of underwriters and seek to update the pool to remove firms no longer active in the industry or not engaged with MARTA, and to add firms engaging with MARTA who are active in the industry and have demonstrated relevant experience and capability, and;

WHEREAS, the Authority desires to approve changes to the underwriting pool such that the Authority may, from time to time, assemble underwriting teams for various future bond issuances;

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized to execute all documents and actions necessary to facilitate the modification of the "Underwriting Pool" for future bond issuances.

Approved as to Legal Form:

Signed by:

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**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**

MEMORANDUM

DATE: July 24, 2025

TO: MARTA Board of Directors

FROM: Department of Technology

SUBJECT: UTILIZE THE STATE OF GEORGIA CONTRACT TO PROCURE Wi-Fi
TELECOMMUNICATION SERVICES FOR MARTA BUSES, RAILS CARS AND
OTHER EQUIPMENT

MARTA's Department of Technology is pleased to inform the Board of Directors of its intent to utilize the State of Georgia contract, specifically the Georgia Technology Authority (GTA) Enterprise Agreement for Services and Devices, Contract No. 9800-GTA794-A, utilizing T-Mobile as the provider.

This initiative is set to significantly enhance the passenger experience by supporting the development of a robust Wi-Fi network across MARTA's transit system. Additionally, it will provide connectivity to MARTA's closed-circuit television (CCTV) connections on MARTA buses, railcars, and associated equipment. To effectively implement this service, the Department of Technology will procure approximately 1,385 T-Mobile unlimited data plan SIM cards featuring 4G LTE service or superior functionality. This comprehensive cellular telecommunications service will ensure seamless Wi-Fi access for passengers traveling throughout the Metro Atlanta area while simultaneously enabling reliable CCTV operations for enhanced safety and security.

The services acquired through the Georgia Technology Authority contract are planned for an initial term of two years, with the option to extend for an additional year, offering flexibility as MARTA adapts to the evolving needs of its riders.

This procurement initiative will be financed through local operating funds, with an estimated budget of \$1,914,624.00, underscoring MARTA's commitment to providing high-quality service and safety for its passengers.