



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

MEETING OF THE BOARD OF DIRECTORS

THURSDAY, SEPTEMBER 10, 2026

ATLANTA, GEORGIA

MEETING SUMMARY

CALL TO ORDER AND ROLL CALL

Chair Jennifer Ide called the meeting to order at 1:31 P.M.

Board Members

Present:

Freda Hardage
Russell McMurry¹
Al Pond
Kathryn Powers
Jennifer Ide
Sagira Jones
Sarah Galica
Elizabeth Bolton-Harris
Shayna Pollock
DeVon Hudson
Boniface Echols
Ryan Loke
Valencia Williamson

Board Members

Absent:

Jacob Tzegaegbe

Staff Members Present:

Jonathan Hunt
Rhonda Allen
LaShanda Dawkins
Paula Nash

¹ Russell McMurry is the Commissioner of the Georgia Department of Transportation [GDOT]. Per the MARTA Act, he is a non-voting member of the Board of Directors.

Also in Attendance:

Shasha Greenberg, Tyrene Huff, Phyllis Bryant, Gena Majors, Jorge Bernard and Jacqueline Holland

PUBLIC COMMENTS (SUBMITTALS VIA TELEPHONE, U.S. MAIL AND IN PERSON)

Nicole Young [via email]
Adam Shumaker [via email]
Kevin Little [via email]
Judith Sullivan [in person]
Marvin Smith [in person]
Alya Mount [in person]
Roderick Frierson [in person]

1. APPROVAL OF THE MINUTES

Minutes from Special Called Board Meeting August 10, 2026, Board Meeting August 13, 2026, and Special Called Board Meeting August 27, 2026

Approval of Minutes for the Special Called Board Meeting on August 10, 2026, the Board Meeting on August 13, 2026, and the Special Called Board Meeting on August 27, 2026. On a motion by Board Member Loke, seconded by Board Member Jones, the motion passed by a vote of 11 to 0, with 2 members abstaining, and 13 members present.

2. PLANNING & CAPITAL PROGRAMS COMMITTEE REPORT

Committee Chair Valencia Williamson reported that the Committee met on August 27, 2026, and approved the following Resolutions 2a and 2b.

Committee Chair Report Planning & Capital Programs

Approval of Resolutions 2a and 2b. On a motion by Board Member Pollock, seconded by Board Member Hudson, the resolutions passed by a vote of 11 to 0 with 2 members abstaining and 13 members present.

3. OPERATIONS & SAFETY COMMITTEE REPORT

Committee Chair Ryan Loke reported that the Committee met on August 27, 2026, and approved the following resolution 3a.

Committee Chair Report Operations & Safety

Approval of Resolutions 3a. On a motion by Board Member Bolton-Harris, seconded by Board Member Ide, the resolution passed by a vote of 11 to 0 with 2 members abstaining and 13 members present.

4. RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT FOR TRANSIT BUS SHELTERS AND ADVERTISING, RFP P50583

On a motion by Board Member Bolton-Harris, seconded by Board Member Ide, the resolution passed by a vote of 11 to 0 with 2 members abstaining and 13 members present.

5. RESOLUTION AUTHORIZING RENEWAL OF PRIVACY AND NETWORK SECURITY LIABILITY (CYBER) INSURANCE COVERAGE

On a motion by Board Member Hardage, seconded by Board Member Hudson, the resolution passed by a vote of 11 to 0 with 2 members abstaining and 13 members present.

6. OTHER MATTERS

Interim Chief Legal Counsel Paula Nash read into the record a settlement emanating from Executive Session: Kenyana Travis, as a natural parent and guardian of Rodriguez Williams, a minor v. MARTA, 24CV011189, Fulton County Superior Court - \$1.8 million.

7. COMMENTS FROM THE BOARD

Board Member Jones thanked Roderick Frierson for his dedication and time on the Board.

8. ADJOURNMENT

The Board meeting adjourned at 2:01 P.M.

YouTube link: https://youtube.com/live/H_ik-QrDbG8?feature=share

**RESOLUTION AUTHORIZING THE AWARD OF A CONTRACT
FOR FINAL DESIGN SERVICES OF THE CANDLER ROAD ARTERIAL RAPID TRANSIT,
AE50557**

WHEREAS, The Authority Department of Infrastructure has identified a need for Final Design Services of the Candler Road Arterial Rapid Transit; and

WHEREAS, the Authority conducted a qualifications-based selection process in accordance with its established policy and procedure for the Procurement of Final Design Services of the Candler Road Arterial Rapid Transit; and

WHEREAS, notice of the Qualification Based solicitation was advertised in the Georgia Procurement Registry, the Georgia Local Government Access Marketplace, and on MARTA's website; and

WHEREAS, all offerors were given an opportunity to protest the instructions, specification and/or procedures; and

WHEREAS, the Authority Staff has determined that the proposal submitted by Vanassee Hangen Brustlin, Inc. represents the most advantageous offer; and

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 enter into contract with Vanassee Hangen Brustlin, Inc. to provide Final

Design Services of the Candler Road Arterial Rapid Transit and is authorized to assign tasks by negotiated work orders that will not exceed the amount of \$3,331,607.00.

Approved as to Legal Form:

DocuSigned by:
Paula Nash
E62B1E6BB6F348C...

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

**RESOLUTION AUTHORIZING THE APPROVAL OF
FISCAL YEAR 2027 BUS, RAIL AND MOBILITY
SERVICE STANDARDS**

WHEREAS the MARTA Act requires the Board to approve the Agency's Service Standards Report updates annually; and

WHEREAS there were some changes to the 2027 Bus, Rail, and Mobility Service Standards Report;

WHEREAS, the MARTA Board of Directors has determined that in order to carry out the Agency's policies and purposes for which the said Authority has been created under the Metropolitan Atlanta Rapid Transit Authority Act of 1965, it is appropriate and desirable to review and update service standards as outlined in the resolution.

RESOLVED THEREFORE, by the MARTA Board of Directors that FY 2027 Service Standards, as updated are hereby approved.

Approved as to Legal Form:

A handwritten signature in blue ink, reading "Paul M. Nash".

**Interim Chief Legal Counsel
Metropolitan Atlanta Rapid Transit Authority**

**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR
FACILITY-WIDE JANITORIAL SERVICES, IFB B50809**

WHEREAS, the Authority's Office of Facilities has identified the need for the Facility-Wide Janitorial Services, Invitation for Bids Number B50809; and

WHEREAS, on March 30, 2026, the Metropolitan Atlanta Rapid Transit Authority duly sent advance notice of the Invitation for Bids to potential Bidders; and

WHEREAS, notices of the said Invitation for Bids were advertised in the local newspaper of the largest circulation in the Atlanta metropolitan area, once in each of the two weeks prior to opening bids; and

WHEREAS, all Bidders were given an opportunity to protest the bid instructions, specifications, and/or procedures; and

WHEREAS, On May 20, 2026, at 2:00 p.m., local time, fourteen (14) bids were publicly opened and read aloud; and

WHEREAS, the bid submitted for Phinesse & Company, LLC., is responsive and responsible and the bidder is capable of performing the Contract.

WHEREAS, the bid submitted for A-Action Facility Services, Inc., is responsive and responsible and the bidder is capable of performing the Contract.

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 Invitation of Bids Number B50809, Facility-Wide Janitorial Services between the Authority and Phinette & Company, LLC, and A-Action Facility Services, Inc., to provide the Facility-Wide Janitorial Services in the combined amount of \$2,546,266.30.

Approved as to Legal Form:

DocuSigned by:
Paula Nash
E62B1E6BB6F348C...

Interim, Chief Counsel
Metropolitan Atlanta Rapid Transit Authority



Resolution Authorizing the Award of a Contract for Transit Bus Shelters and Advertising, RFP P50583

Recommendation to Award: Intersection Media

Chinnette Cannida, Sr. Director of Marketing & Sales



September 10, 2026

Action requested

The Source Evaluation Committee recommends award to Intersection Media for P50583 Transit Bus Shelters and Advertising.

- Recommendation following the evaluation process.
- Objective: restore and grow advertising revenue while improving the customer experience at MARTA bus stops.
- Intersection currently manages MARTA bus and rail advertising and is positioned to consolidate sales, reporting and service delivery.

**Approve
award to
Intersection
Media**

Procurement overview and scope

December 2025
RFP issued

March 2026
Proposal deadline

May 2026
Interviews / review

Summer 2026
Board action / award

Scope of services

- **Operate advertising shelters and related content management software**, including customer and emergency messaging functionality.
- **Support a financially self-sustaining amenity program** through advertising revenue.
- **As needed, install, convert, repair, replace** and maintain transit shelters, benches and related amenities.

Evaluation Criteria

- **Advertising creativity and services**
- **Experience, qualifications and key personnel**
- **Technical and management capability**
- **Revenue proposal and financial stability**

Why Intersection

25+

years serving public-space operators

125+

sales professionals nationwide

9,100+

street furniture assets deployed/maintained

- Current MARTA bus and rail advertising contractor since 2022.
- Local Atlanta team supported by national transit and municipal media expertise.
- Proven ability to recover revenue after a gap in shelter advertising service.



**Existing MARTA partner
+ street-level media expertise**

Revenue and timing highlights



Revenue share

\$38.7M
Revenue proposal
amount (MAG)

60%
Years 1–2

40%
Remaining base +
option years

Applies to revenue above \$3.5M.

- Term of Contract: Ten (10) Years; Five (5) 1-year options
- Minimum Annual Guarantee (MAG) / annual fixed fee plus share structure protects baseline revenue while creating upside.
- Bundled bus shelter + rail/bus + digital inventory can strengthen pricing and sponsorship packaging.
- Major-event opportunities: Super Bowl, Final Four, annual festivals, and tourism events.

Transition plan and timing

Transition focus areas

- Immediate inventory assessment to confirm shelter condition and prioritize restoration.
- Digital display repair and refresh to support real-time customer information and advertising revenue.
- Maintenance plan for glass, painting, component replacement, monthly visual inspections and digital monitoring.
- Emergency / safety-critical repairs within 24 hours after notification.



Timing: post-award transition begins with an approximately two-week shelter inventory assessment and restoration plan, followed by sales relaunch, bundled advertising packages and digital repair prioritization.

Respectfully request approval of the resolution.

Resolution Authorizing the Award of a Contract for Transit Bus Shelters and Advertising, RFP P50583

Minimum Annual Guarantee Value: \$38.7 Million

Authorize award to Intersection Media, LLC





Thank You



CONTRACT AWARD ANALYSIS

Contract Information

- A. Description: Transit Bus Shelters and Advertising
- B. Contractor: Intersection Media, LLC
- C. Contract Number: P50583
- D. Contract Amount: \$38,700,00.00
- E. Contract Type: Revenue Generating
- F. Performance Period/Term of Contract: Ten (10) Base years
- G. Options Available: Five (5) one-year option periods
- H. Bond Requirement: None
- I. Liquidated Damages:None
- J. Funding Source:Revenue Generating
- K. Recurring Contract:No

Solicitation Information

- A. Issue Date: December 24, 2025
- B. Number of Firms Retrieving the online Solicitation and/or Purchasing a CD: Three (3)
- C. Date and Time for Bid Receipt: March 4, 2026, at 2:00 p.m.
- D. Bids/Proposals Received:

PROPONENTS	PROPOSAL AMOUNTS
Intersection Media, LLC	\$ 38,700,000
Vector Media, LLC	\$ 7,000,000

- E. Discussion of Nonresponsive/Nonresponsible Bids/Proposals: N/A
- F. Bid/Proposal Evaluation: Yes
- G. Price Considerations: N/A
- H. Determination of Responsibility:
 - Bond Check: N/A
 - Reference Check: Yes
 - Financial Responsibility: Yes
 - Insurance Check: N/A
 - On-Site inspection: N/A
 - Arithmetic Check: Yes
 - Debarred/Suspended List: Not listed on the debarred/suspended list as of June 23, 2026
- I. Protests received:None

J. Determinations Required:N/A

K. Sole Source:No

L. Single Bid/Proposal:No

M. Non-Response to IFB/RFP:

Did not respond to survey request	1

Determination and Recommendation

The Authority's Staff recommends award of the Contract to Intersection Media, LLC. Intersection Media LLC was determined to be responsive and responsible. The proposed compensation is either a total Minimum Annual Guarantee (MAG) of \$38,700,000.00 over the full term of the contract, including all option years, or a revenue-sharing arrangement under which MARTA would receive 60% of revenues exceeding \$3,500,000 during the first two years of the contract and 40% of revenues thereafter, whichever is greater.

Score Sheet Attached: yes

Source Evaluation Committee (SEC) Scores

Date Compiled: 4/20/2026

RFP P50583 - TRANSIT BUS SHELTERS AND ADVERTISING

<u>Evaluation Criteria:</u>		Total Points	Intersection	Vector
1	<u>Advertising Program Creativity and Other Advertising or Non-Advertising Features or Services:</u> Evaluation will focus on the Proponent's ability to deliver innovative, policy-compliant advertising strategies, explore new verticals, and present creative solutions.	40	38.40	35.20
2	<u>Overall Experience, Qualifications, and Key Personnel:</u> Proposal will be evaluated based on the firm's experience and on comparable experience of the Proponent's day-to-day staff. Qualifications of the team and its technical proficiency including both key management and support personnel.	30	30.00	25.20
3	<u>Demonstrated Technical and Management Capability in Bus Shelter Repair, Replacement, and Installation:</u> The Proposal will be evaluated based on the firm's ability to plan, manage, and execute repair, replacement, and installation of shelters.	20	16.80	15.20
4	<u>Revenue Proposal:</u> An evaluation of the Minimum Annual Guarantee which includes both the Fixed Fee and the percentage of Revenue Share based off Appendix C below. <i>Part B of the Revenue Proposal will not be considered for scoring purposes only.</i>	10	7.00	2.00
5	Financial Stability and Capability	Pass/Fail	Pass	Pass
		100	92.20	77.60

Intersection

Vector

**RESOLUTION AUTHORIZING AWARD OF A CONTRACT FOR
TRANSIT BUS SHELTERS AND ADVERTISING REQUEST FOR PROPOSALS NUMBER P50583**

WHEREAS, the Authority's Office of Marketing & Sales has identified the need for the Procurement of Transit Bus Shelters and Advertising, Request for Proposals Number P50583; and

WHEREAS, On December 24, 2026, the Metropolitan Atlanta Rapid Transit Authority duly sent to potential Offerors notice of its Request for Proposals for Transit Bus Shelters and Advertising, RFP P50583; and

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

WHEREAS, on March 4, 2026, at 2:00 p.m., local time, two (2) proposals were received; and

WHEREAS, the Authority's staff determined that Intersection Media, 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 P50583, between the Authority and Intersection Media, LLC for Transit Bus Shelters and Advertising with a proposed total Annual fixed fee as a Minimum Annual Guarantee (MAG) of \$38,700,000.00 over the full term of the contract, including all option years, or a revenue-sharing arrangement under which MARTA would receive 60% of revenues exceeding \$3,500,000 during the first two years of the contract and 40% of revenues thereafter, whichever is greater.

Approved as to Legal Form:

DocuSigned by:
Paula Nash
E62B1E6BB6F348C...

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



Resolution Authorizing Renewal of Cyber Liability Insurance

Policy Period: October 1, 2026-September 30, 2027

Business Management Committee, September 10, 2026

Teela Clark, Director of Risk Management

Purpose:



- Review basics of Cyber insurance Coverage
- Discuss Cyber insurance market conditions
- Cost of Cyber insurance coverage

Cyber Liability Coverage Basics

- Provides both first party and third-party coverage
- **First party** coverage is for the policy holder (MARTA)

Coverage includes:

- Data breach response, ransomware, business interruption, incident response cost, cyber extortion, system damages, data recovery

- **Third-Party** Coverage is for legal liability of the Authority to another entity or individual

Coverage includes:

- Privacy liability, network security liability, PCI Assessments, regulatory defense and penalties



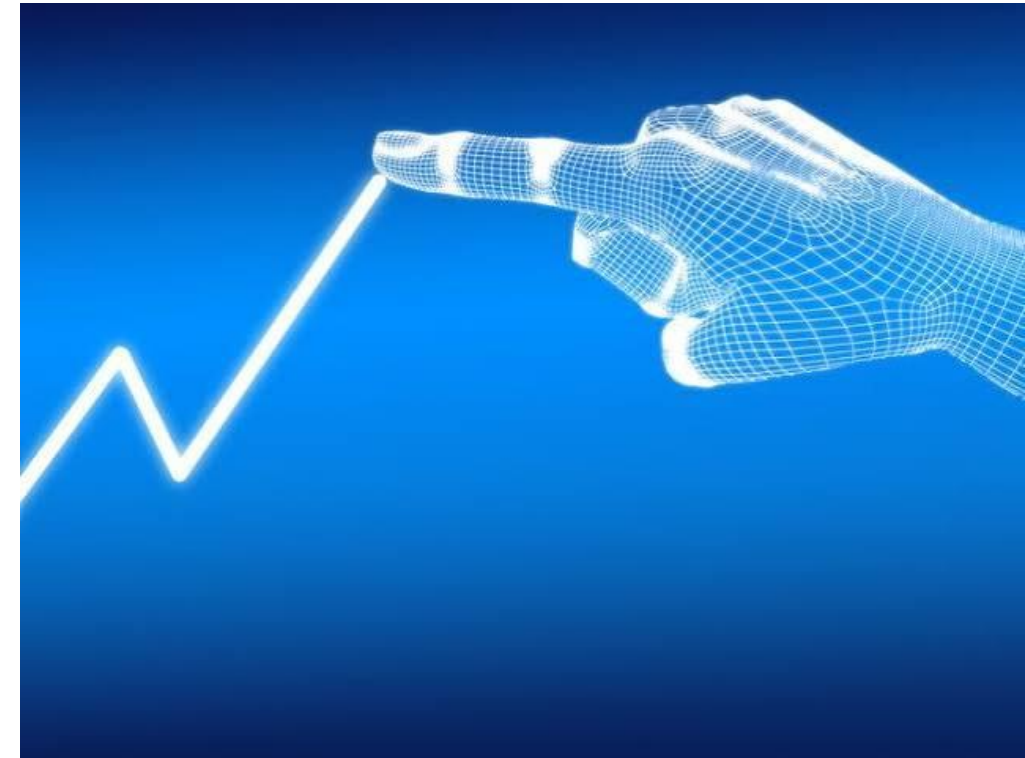
Cyber Insurance Market Snapshot



- **Third party risk & ransomware** continue to be top of mind for insurance underwriters
- **Privacy & regulatory claims frequency** – rising in connection with broader privacy regulation & rights
- **Perception of generative AI risk** - influencing underwriting and pricing
- **Cyber market maturing** - even as the risk environment continues to evolve

Policy Period Renewal: Oct. 1, 2026 – Sept. 30, 2027

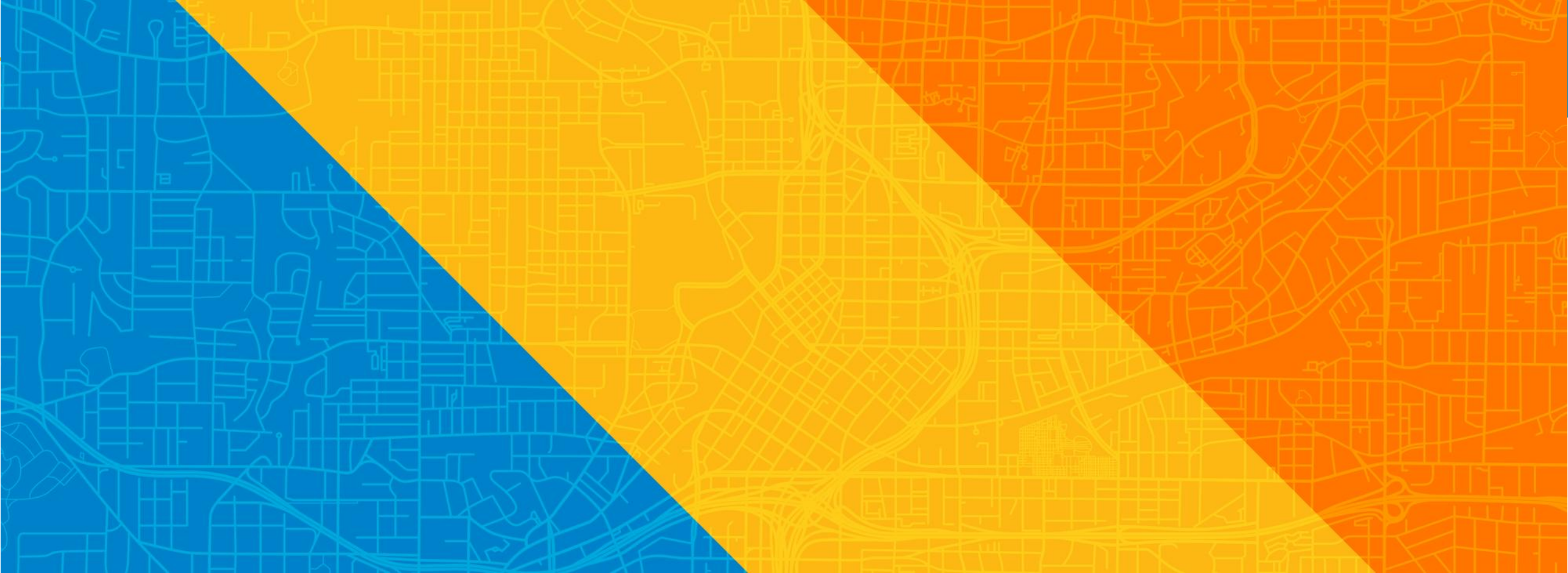
- Maintain limits of \$20 Million
- Maintain \$1 Million self-insured retention
- Annual Cost = \$815K (not to exceed)



Board Request

The Office of Risk Management requests that the Business Management Committee recommends to the full Board the approval of the Resolution Authorizing the Renewal of MARTA's Cyber Liability insurance policy for a one-year period (Oct.1, 2026 – Sept. 30, 2027) Not to exceed \$815,000.00





Thank You



RESOLUTION AUTHORIZING RENEWAL OF CYBER LIABILITY INSURANCE COVERAGE

WHEREAS, MARTA has Cyber Liability insurance coverage with limits of \$ 20 million dollars with an expiration date of September 30, 2026, and

WHEREAS, negotiations by MARSH have resulted in proposals for replacing this policy, effective October 1, 2026, for one-year, to September 30, 2027, and

WHEREAS, such Cyber Liability insurance coverage is available for a one-year period and includes limits of \$ 20 million dollars excess of a self-insured retention of \$1-million dollars at a total not to exceed cost of \$ 815,000;

THEREFORE BE IT RESOLVED, that the General Manager/CEO or his designee is hereby authorized and directed to affect the placement of Cyber Liability insurance coverage, effective October 1, 2026, to September 30, 2027, at a total not to exceed cost of \$815,000.

Approved as to Legal Form:

A handwritten signature in blue ink, reading "Paul M. Nash", is written over a horizontal line.

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