



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, JANUARY 22, 2026

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair Sagirah Jones called the meeting to order at 11:45 A.M.

Board Members

Present:

Al Pond
Freda Hardage
Roderick Frierson
Valencia Williamson
Jennifer Ide
Sagirah Jones
Elizabeth Bolton-Harris
DeVon Hudson

Board Members

Absent:

Kathryn Powers
Jacob Tzegaegbe
Russell McMurry
Jannine Miller
Ryan Loke
Sarah Galica
Shayna Pollock

Staff Members Present:

Jonathan Hunt
Rhonda Allen
LaShanda Dawkins
Kevin Hurley
Michael Kreher
Ralph McKinney
Steven Parker
Larry Prescott
Duane Pritchett

Also in Attendance: Sarah Greenberg, Chinnette Cannida, Phyllis Bryant, Kenya Hammond, Tyrene Huff, Jennifer Larosa and Paula Nash, Jacqueline Holland

2. APPROVAL OF THE MINUTES

Approval of the November 20, 2025, External Relations Committee Minutes

Approval of the November 20, 2025, External Relations Committee minutes. On a motion by Board Member Bolton-Harris, seconded by Board Member Frierson, the motion passed by a vote of 7 to 0 with 1 member abstaining and 8 members present.

3. BRIEFING

Legislative and Community Engagement Update

Jennifer Larosa, Sr. Director, Government and Community Affairs provided the Committee with an update of Government and Community Affairs public engagement initiatives and MARTA's Legislative agenda.

Marketing & Sales CY 2025 Highlights

Chinnette Cannida, Sr. Director, Marketing and Sales, provided the Committee with an overview of key marketing and sales initiatives from the past year, highlighting how these efforts strengthened MARTA's brand and community presence, and demonstrate how strategic partnerships and activations supported visibility, engagement, and organizational priorities across metro Atlanta.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:05 P.M.

YouTube link: <https://bit.ly/012226BoardCommitteeMeetings>



External Relations Board Update

Jennifer Larosa, Sr. Director Government & Community Affairs

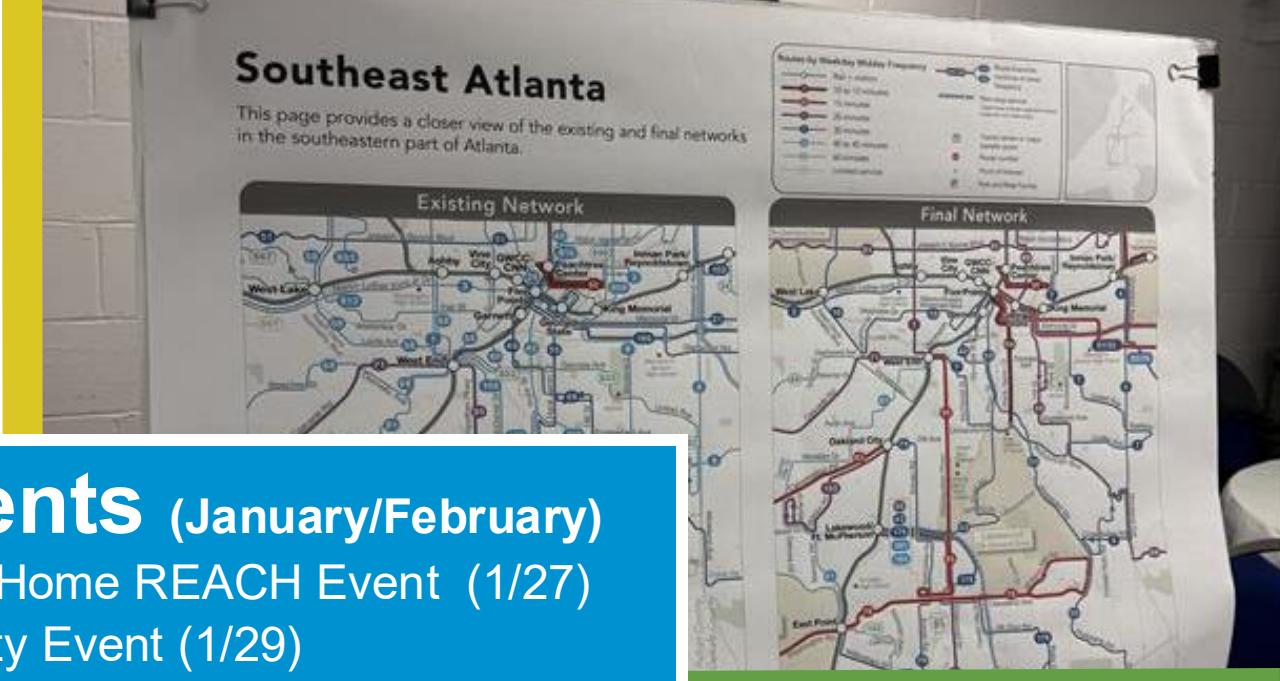
January 22, 2026





Successful Events (November/December/January)

- Edgewood Senior Community Townhall (11/6)
- Goodr # 6 (11/12)
- Concerned Black Clergy Leadership Meeting (11/17)
- Concerned Black Clergy Luncheon (11/20)
- H.E. Holmes Turkey Distribution (11/20)
- West End Turkey Distribution with Commissioner Ivory (11/21)
- Kensington Turkey Distribution with CEO Cochran-Johnson (11/21)
- Helene S. Mills Senior Meeting (11/21)
- NPU J Meeting (12/2)
- Goodr #7 (12/4)
- Atlanta Housing Generations of Joy Holiday Event (12/20)
- Holiday Makers Market Touch-a-Truck Event (12/21)
- North DeKalb Senior Center (1/13)
- MLK, Jr. Day Event (1/19)
- Lou Walker Senior Center Meeting (1/20)
- QLS Meadows (CoA) REACH Event (1/21)



Scheduled Events (January/February)

- South DeKalb Senior Home REACH Event (1/27)
- Clark Atlanta University Event (1/29)
- MARTA Open House at HQ (1/29)
- Leadership DeKalb (1/29)
- QLS Center (CoSF) REACH Event (2/2)
- Benson Senior Center Meeting (2/11)
- Trinity Towers Senior Meeting (2/19)
- MARTA Open House (2/26)





Holiday Makers Market Touch-a-Truck



Campbellton Ride Along



Food Distribution w/ Councilmember Bond

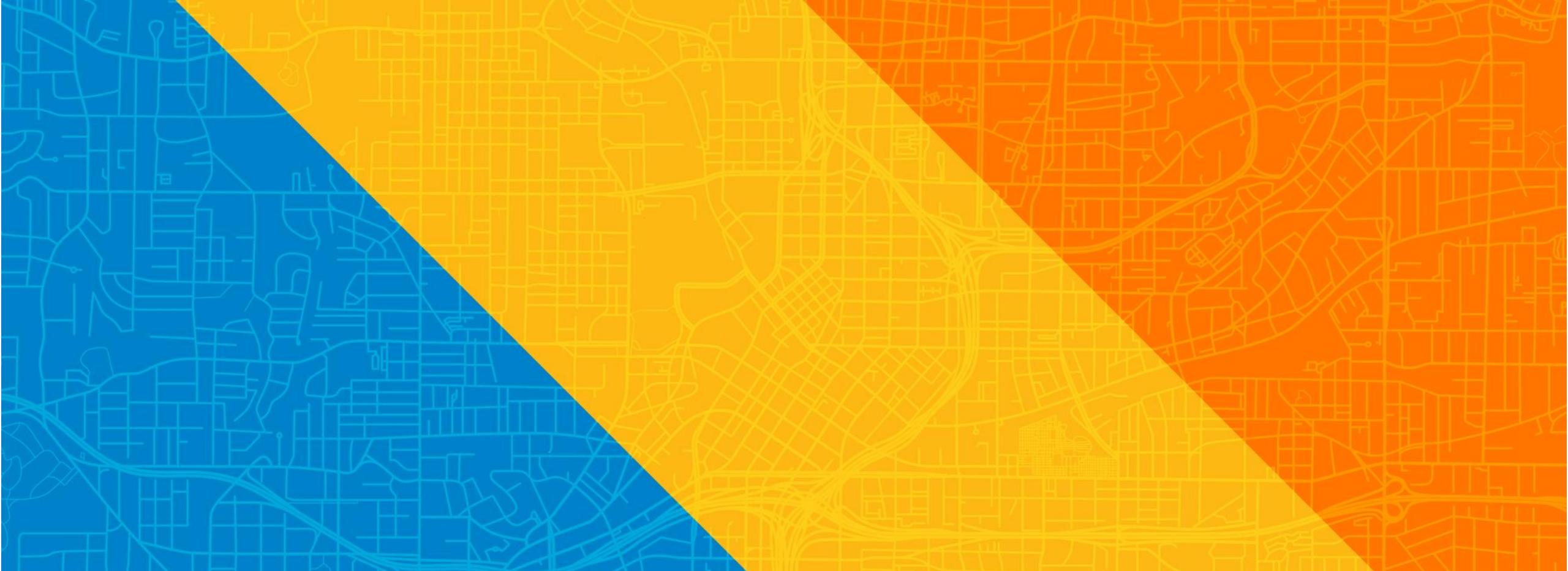


Clayton County Goodr



Legislative Priorities

- Delegation Meetings
 - Clayton County (11/18)
 - Fulton and City of Atlanta at HQ (1/6)
 - DeKalb County (1/26)
- Caucus Meetings
 - House Democratic Caucus (2/11)
- Eggs and Issues BRT Simulation (1/14)



Thank You



Office of Marketing & Sales

January 2026 –

External Relations Update

Chinnette Cannida,
Sr. Director, Marketing & Sales



Agenda – CY 2025 Highlights

- **Marketing & Special Events Metrics**
- **Campaign Highlights:**
 - Atlanta United 2025 Season
 - MARTA Celebrates Outkast
 - Holiday Market & Customer Appreciation Events
- **Advertise with MARTA**
- **What's New?**
 - New Year, New MARTA
 - FIFA World Cup 2026 Countdown



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.

- **25 Events & Activations:**
 - Approx. 93,000 event attendees/people reached. A 22.5% increase over 2024
 - **NEW Events/Activations:** 404 Day Event & Parade, Reading & Riding Family Day, One Music Fest
 - **Monthly E-Newsletter:** Highlights MARTA events, partnerships, and system improvements (List size: 100K):
 - Open rate (relevance): 40%
 - Click rate (resonance): 0.56%



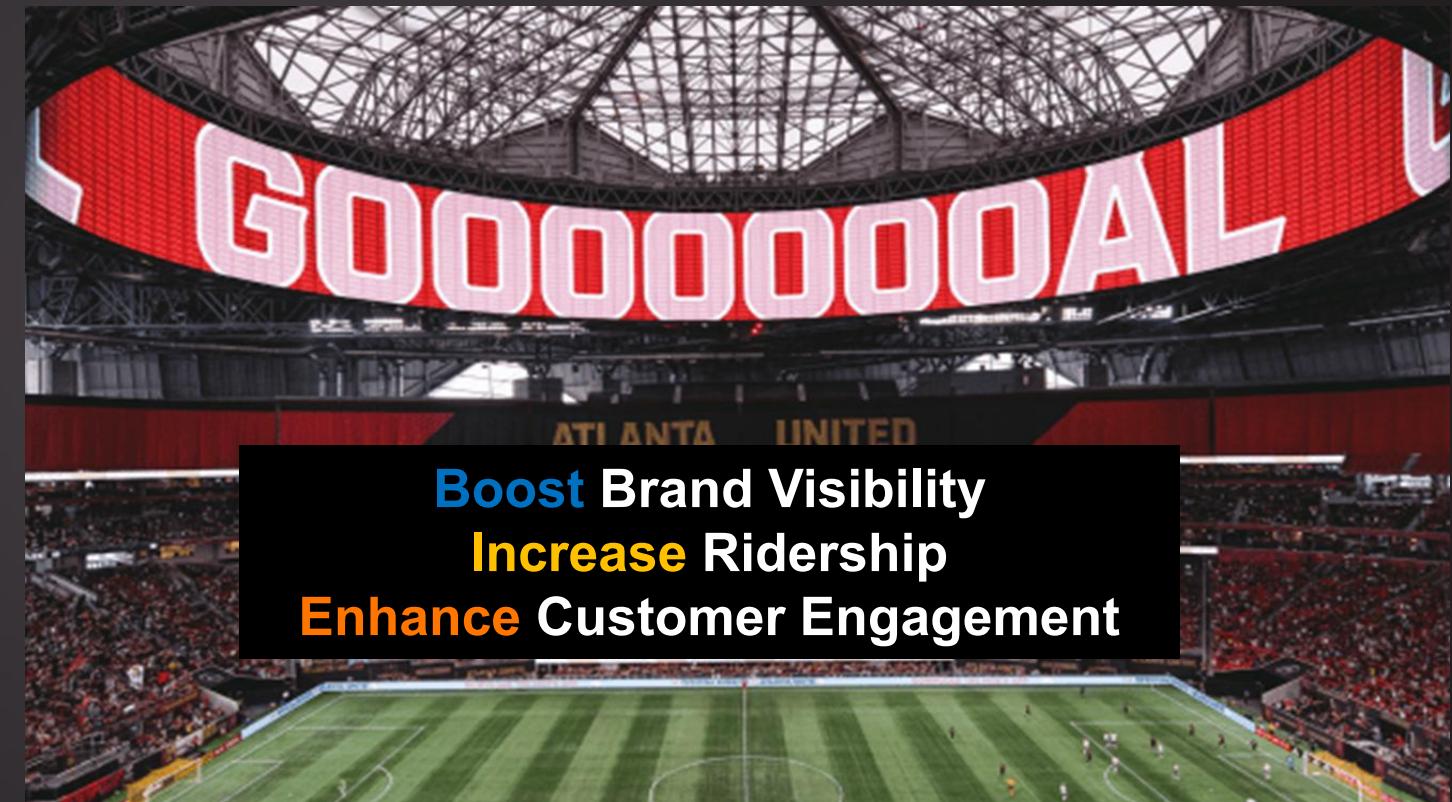


x **marta**

marta

2025 Season Partnership Highlights

- In-Stadium Branding
- Co-Branded Retail Collection
- MARTA Night
 - Employee Appreciation Engagement; MARTA Ticket Pack
- Digital, Social & Radio Campaign Performance



In-Stadium Graphics: 3.4M+ impressions

Prime-Time, Larger than Life Branding



- **Two minutes** on upper and lower-level 2,700-foot LED Ribbon Boards; **Two Minutes** on one-hundred foot tall, 6,700-square-foot Mega-Column in rotation with other brands = **64 mins of exposure**
- **Ten minutes** of content on **938** concourse TVs. in a rotation with other brands = **25,326 mins of exposure**



MARTA Night = July 19th Atlanta United Home Game

Activations & Engagement



- 2025 co-branded merch launch
- In-stadium activations
- “MARTA Night” ticket offer with **co-branded merch + Breeze card**
- Employee appreciation thank-you for **2024 APTA Agency of the Year Award** (1,262 free & discounted tickets claimed)



Co-Branded Apparel Collection

Fans Repping Their Pride

marta

- Atlanta UTD's inventory sold out in less than 24 hours!
- Ten pop-up sales held in 2025 in rail stations, community events, and fan tailgates



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

Social Media Posts



9

TOTAL POSTS

180K+

TOTAL
IMPRESSIONS

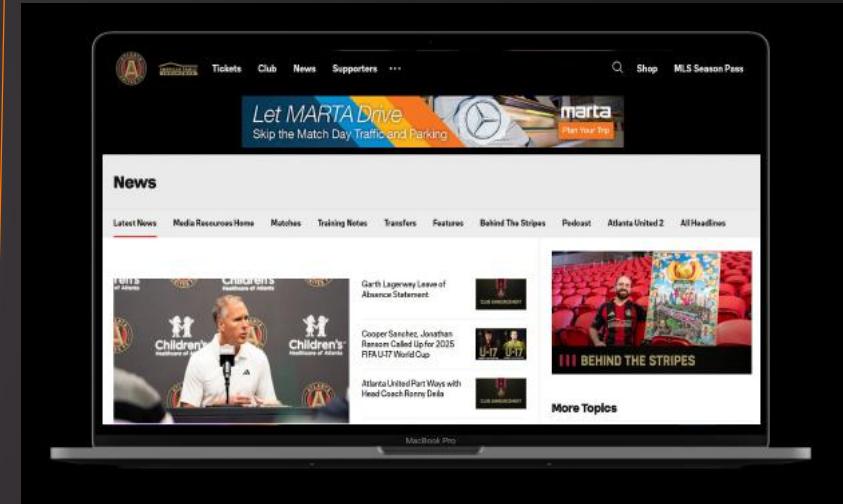
Two 30-Second Radio Spots for 19 home games



465K

WEEKLY LISTENERS

Run-of Site Ads



250K

TOTAL IMPRESSIONS

4M

PAGE VIEWS



Atlanta United Fan Ridership YOY (% of match attendance):
2025 (752K): **22.4%** 2024 (565K): **19.2%** 2023: **22.5%**





MARTA Celebrates Outkast
Where Transit, Culture, and Community Meet

MARTA's ICEO and staff with Celebrities honor OutKast...

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Clifford "T.I." Harris



Michael "Killer Mike" Render



News Coverage & Social Media Engagement



WSB-TV 2 news coverage featuring a video of the Outkast bus reveal. The video shows the bus with its custom 'Stankonia' design and the 'Cascade' logo. The news anchor discusses the 25th anniversary of the album.



The Atlanta Journal-Constitution

MARTA, Cascade Skating celebrate 25 years of Outkast's 'Stankonia'

Big Boi joins Mayor Andre Dickens, friends and fans at Cascade Skating Rink to celebrate Outkast's fourth album turning 25.



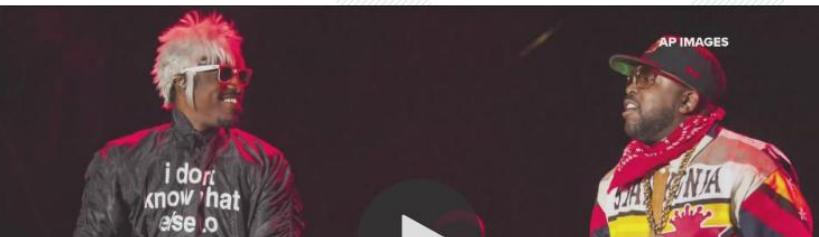
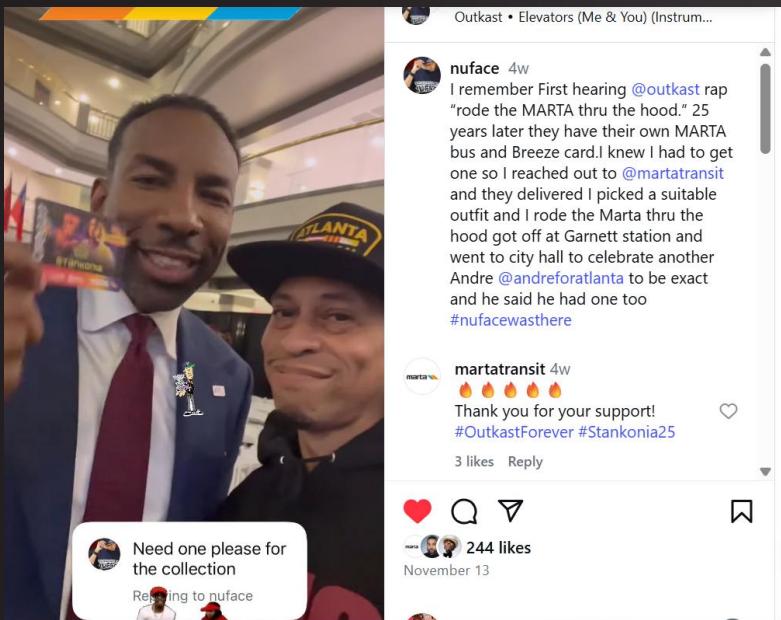
Sports  

ADVERTISE WITH US **11ALIVE NEWS INVESTIGATES** **ATLANTA & COMPANY** **BETTER**

ENTERTAINMENT

MARTA unveils custom-made buses to honor Outkast's Rock and Roll Hall of Fame induction

The duo, who are being called some of the youngest inductees this year, will head to the induction ceremony in Los Angeles on Saturday, Nov. 8.

Outkast • Elevators (Me & You) (Instrumental)

nuface 4w I remember First hearing @outkast rap "rode the MARTA thru the hood." 25 years later they have their own MARTA bus and Breeze card.I knew I had to get one so I reached out to @martatransit and they delivered I picked a suitable outfit and I rode the Marta thru the hood got off at Garnett station and went to city hall to celebrate another Andre @andreforatlanta to be exact and he said he had one too #nufaceasthere

martatransit 4w Thank you for your support! #OutkastForever #Stankonia25

nuface Need one please for the collection

martatransit 4w Trying to score the Outkast #Stankonia25 limited edition Breeze card? Stop by our holiday event with @Outkast at the Kennesaw MARTA station on Dec. 11 from 4-6 PM. You can get a card or purchase any MARTA holiday merch or the ATLTD x MARTA collection while supplies last. We'll see you there! #Stankonia25



martatransit 4w We're so excited about @Outkast's induction into the Rock & Roll Hall of Fame tomorrow (11/8) that we had to do something special for MARTA lovers like them! Congratulations on a well-deserved honor, and thank you for always keeping it so fresh and so clean! 🎉 🎉 🎉 #Outkast #RockAndRollHallOfFame #Atlanta #MARTA #Stankonia25

bigboi 4w 169 likes Reply

nuface Need one please for the collection

martatransit 4w Stay tuned y'all More ways are coming soon to score your own Outkast #Stankonia25 limited-edition Breeze Card!

bigboi 4w 82 likes Reply

nuface Need one please for the collection

martatransit 4w Trying to score the Outkast #Stankonia25 limited edition Breeze card? Stop by our holiday event with @Outkast at the Kennesaw MARTA station on Dec. 11 from 4-6 PM. You can get a card or purchase any MARTA holiday merch or the ATLTD x MARTA collection while supplies last. We'll see you there! #Stankonia25

Social Media: 257K social views, 11K likes;
News Coverage: 726 mentions =
\$22.5 million est. advertising value

2025 Holiday Engagements

2 Community events; 1500 attendees

11 Activations with Artbound & MARTA Market

NEW partnership with Decide Dekalb

3 wrapped buses giving 41 days of free rides!





Feel good moments with prizes/giveaways,
Santa readings, caroling & karaoke, and more



First ever sponsor for the holiday bus wraps; cost savings on wrap production/installation + partnership building



More Than Transit

Bus Media
Rail Media
Station Media

Advertise with MARTA
 and reach Metro Atlanta on the move.

marta

Move your event with MARTA

Your event's fast track to success



Group Transit Sales

Traveling with a team, conference, or tour? Order group passes and let MARTA drive. Enjoy easy connections to the airport, downtown, area hotels, major attractions and venues.



High Impact Advertising

Put your brand in motion and reach millions of Atlantans with static and digital advertising opportunities across rail stations, trains, and buses.



Special Event Sites

Looking to create a one-of-a-kind experience for your guests? MARTA offers affordable, accessible sites throughout the metro region to host your public event.



Film & Photography

From commercials to feature-length films, public transit can be a dynamic backdrop to your video or photography project.



Learn more
itsmarta.com

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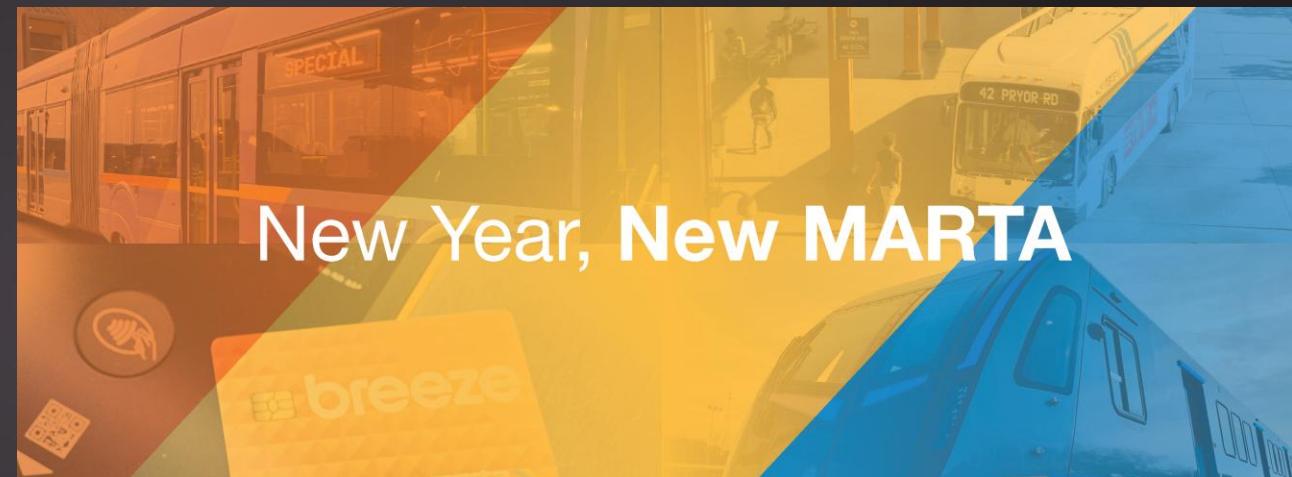
Get your brand on board

Ride your message through Metro Atlanta and advertise with MARTA.



What's New?

- **New Year, New MARTA**
 - New Rail Cars, MARTA Reach, NextGen Bus Network, Breeze, Rapid A Line
- **FIFA World Cup 2026 Readiness:**
 - Custom Branding & Wayfinding
 - Digital, Social & Content
 - Earned Media & PR
 - Partnerships & Promotions
 - Experiential & Engagement
 - Advertising & Outreach





Thank You