



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, MARCH 27, 2025**

**ATLANTA, GEORGIA**

**MEETING SUMMARY**

**1. CALL TO ORDER AND ROLL CALL**

Committee Chair Sagirah Jones called the meeting to order at 12:01 P.M.

**Board Members**

**Present:**

Al Pond  
Freda Hardage  
James Durrett  
Roderick Frierson  
Valencia Williamson  
Jennifer Ide  
Sagirah Jones  
Elizabeth Bolton-Harris  
Shayna Pollock

**Board Members**

**Absent:**

Kathryn Powers  
Rita Scott  
Thomas Worthy  
Jacob Tzegaegbe  
Russell McMurry  
Jannine Miller

**Staff Members Present:**

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

**Also in Attendance:** Justice Leah Ward Sears, Chinnette Cannida, Phyllis Bryant, Eddie Eades, Jr., Stephany Fisher, Kenya Hammond, Tyrene Huff, Jacqueline Holland, Jennifer Larosa and Paula Nash

**2. APPROVAL OF THE MINUTES**

**Minutes from February 27, 2025, External Relations Committee meeting.**

Approval of the minutes from February 27, 2025, External Relations Committee meeting. On a motion by Board Member Ide, seconded by Board Member Durrett, the motion passed by a vote of 9 to 0 with 9 members present.

**3. BRIEFING**

**Media Impressions - November 2024 – February 2025 & 2025 Communications Strategy**

Senior Director Communications, Stephany Fisher, provided the committee with an update of MARTA's media impressions from November 2024 to February 2025 and an overview of the 2025 Communications Strategy.

**2025 Marketing & Sales Strategy**

Senior Director Marketing and Sales, Chinnette Cannida, provided the committee with an overview of Marketing and Sales 2025 Strategic Goals and Sales update.

**Legislative Update**

Senior Director Government Affairs, Jennifer Larosa, provided the committee with an update of MARTA's legislative engagement and presented Government Affairs 2025 strategic goals.

**Building Stronger Partnerships: 2025 Public Engagement Goals and Strategies**

Acting Director Public Engagement, Toni Thornton, provided the committee with an overview of the Office of Public Engagement's 2025 Strategic Goals.

**4. OTHER MATTERS**

None

**5. ADJOURNMENT**

The Committee Meeting adjourned at 12:50 P.M.

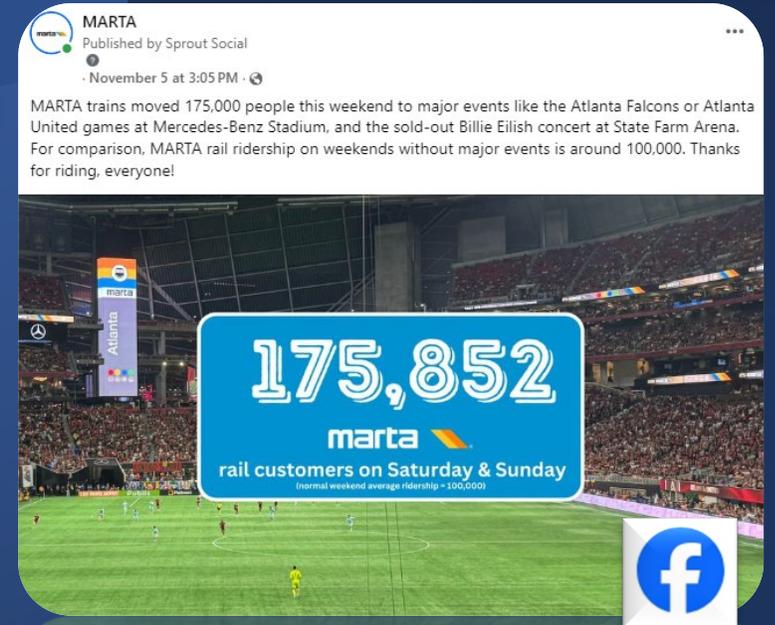
YouTube link: <https://www.youtube.com/live/I5NQ2BEI7hM?si=9qTZIXia56XBDwu2>



**MEDIA IMPRESSIONS  
NOVEMBER 2024 – FEBRUARY 2025  
2025 COMMUNICATIONS STRATEGY**

# Groundbreaking held for new MARTA operations facility in Clayton County

**ALIVE**



## NOVEMBER

19 Press Releases  
955 Impressions  
\$3M AVE  
99% Positive & Neutral  
1,414,160 Social Media

MARTA (Metropolitan Atlanta Rapid Transit A... [+ Follow](#) ...  
 22,709 followers  
 2mo · 🌐

MARTA CEO/GM Collie Greenwood addresses metro Atlanta's rapid growth with transit solutions that enhance mobility, reduce congestion, and drive economic growth. From new buses and trains to bus stop and rail station improvements, MARTA is building a cleaner, safer, more reliable transit system for the future.  
 Read more:  
<https://lnkd.in/eKiVBPrA>



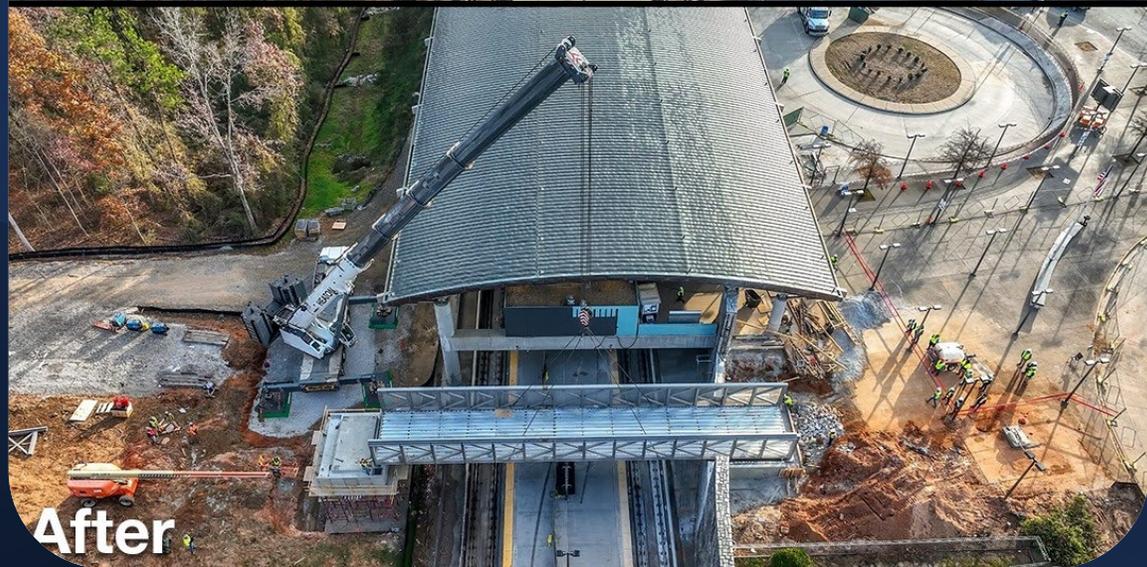
Home My Network Jobs 16 com

423

in

# MARTA reopens Indian Creek station after construction closure

ATLANTA  
 BUSINESS CHRONICLE



DECEMBER

20 Press Releases

746 Impressions

\$2M AVE

100% Positive & Neutral

1,195,802 Social Media

# JANUARY

48 Press Releases

2,200 Impressions

\$16M AVE

96% Positive & Neutral

4,161,636 Social Media

**MARTA CEO: 'We're devastated' by bus driver's fatal shooting in Decatur**

*The Atlanta Journal-Constitution*

**MARTA to provide shuttle service for viewing of President Carter**

**RoughDraft**  
atlanta

**MARTA says services resume in full on Monday after winter storm**



**MARTA expands service for the 2025 CFP National Championship: What to know**

**ALIVE**



# State of MARTA 2025: New train car unveiled as transit leaders look towards future



**JANUARY 30**  
*State of MARTA*  
Social Media Impressions  
**2,458,177**

METRO ATLANTA

## MARTA unveils new train cars: 'Your chariot has arrived'

The new railcars, with a design aesthetic akin to a sci-fi flick, will begin taking passengers late this year.



**MASS TRANSIT**

RAIL > VEHICLES

## MARTA to invest in more railcars to address congestion concerns

The agency is working to expand transit access with new railcars amid forecasted population growth by 2050.

# CEO: MARTA is Preparing for Atlanta's Growth with Transit Upgrades

FULTON NEIGHBOR

# NextGen Bus Network

smarter. faster. better.

MARTA redesigning bus routes to create a 'smarter, faster, and better system'

**95.5 WSB**  
ATLANTA'S NEWS & TALK



marta 

MARTA  @MARTAttransit · Mar 3

 ATL Bus Riders, this one is for YOU!

Attend an upcoming in-person public meeting to learn about MARTA's NextGen Bus Network. Your existing bus routes may change and we want you a part of the conversation.

- ◆ Monday, March 3
- ◆ Tuesday, March 4

Register here:  
[Show more](#)

## Atlanta MARTA Riders!

Your existing bus route may change. Be a part of the conversation by attending our upcoming in-person meetings.

### Monday, March 3

6:00 - 7:30 p.m.  
3201 Martin Luther King Jr  
Dr SW, Atlanta, GA 30311

### Monday, March 3

6:00 - 7:30 p.m.  
1463 Pryor Road,  
Atlanta GA 30315

### Tuesday, March 4

6:00 - 7:30 p.m.  
2489 Perry Blvd NW,  
Atlanta, GA 30318

### Tuesday, March 4

6:00 - 7:30 p.m.  
2231 Campbellton Road SW,  
Atlanta, GA 30311

marta  | NextGen Bus Network 

To request this information in another language or in an accessible format,  
call 404-848-4037 or 404-848-5665 (TTY).

## FEBRUARY

14 Press Releases

771 Impressions

\$500K AVE

100% Positive & Neutral

1,252,056 Social Media

# 2025 COMMUNICATIONS STRATEGY

## GOALS

- Grow Ridership
- Enhance MARTA's Brand
- Improve Stakeholder Perception

## AUDIENCES

- Current and Future Customers
- Media
- Stakeholders

## MESSAGING

- Safe, Clean, Reliable
- Better Alternative
- Future-Focused

## TACTICS

- Storytelling Hub
- Proactive Outreach
- Validator Recruitment





Opinion: MARTA is delivering transit solutions for a growing Atlanta  
by [Collie Greenwood](#) | Dec 17, 2024

It isn't breaking news that Metro Atlanta's population is booming. Recent estimates from the Atlanta Regional Commission predict our region will grow to 8 million residents by 2040. With more people come more drivers, busier roads, longer commutes, and worsening congestion. For a city that consistently ranks in the top 10 for traffic—and as one of the most challenging to navigate by car—this problem is only going to intensify.

But with challenges come opportunities, and that's why MARTA is focused on investing in and building for the future of transportation across our region. We're committed to delivering a clean, safe, and reliable transit experience for our riders, addressing Atlanta's growth head-on while helping ease the burden on our roadways.

When it comes to solving our region's transportation and infrastructure challenges, there's no one-size-fits-all solution. MARTA is proud to be a key partner in a collaborative, comprehensive approach to meeting these growing demands. Transit is a critical piece of that puzzle, offering benefits that extend far beyond those who ride our buses and trains.

### The Economic Power of Transit

Every dollar invested in public transit generates roughly \$5 in economic returns. That's because businesses, workers,

# MARTA - BEHIND THE RIDE

## All Aboard: The Tech Upgrades Powering MARTA's Future

At MARTA, a dedicated Customer Experience team is working behind the scenes to improve your ride today and in the future. They're not just transit professionals; they're riders, too. They know the frustration of waiting for a train without real-time updates or switching between multiple apps to plan a trip. That's why they've set out to change the way you experience MARTA.



## MARTA works to improve customer experience through technological advances

The agency is working to give riders real-time updates and better access to transit service information by updating its website, creating an all-in-one app and installing more digital screens across its system's stations and vehicles.



MARTA

February 7 at 8:47 AM · 🌐



Brothers Henry (10) and Reid (👓) ride MARTA daily to Woodward Academy, commuting between Arts Center and College Park stations.

One day, Reid missed his stop on the way home from school, taking a coordinated effort between MARTA Police, his school, and his family to locate him.

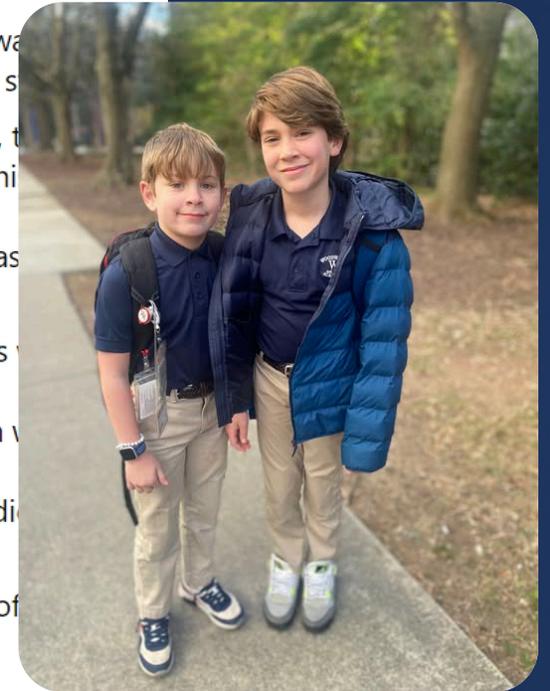
His mom rushed to Lindbergh Station, where officers acted fast as conductors and searching trains.

After an hour, they received the news that Reid had found his way home on his own!

He got off at Buckhead, took the correct train back, and even walked two miles home.

This story is a testament to both Reid's resilience and the dedication of the [MARTA Police Department](#).

Thank you to everyone who played a part in bringing peace of mind to this family!



**MASS TRANSIT**

# MARTA encourages federal employees to use transit as they return to office



MARTA  
February 25 at 11:00 AM · 🌐

Returning to the office? Skip the traffic and parking and let MARTA do the driving. Visit [www.itsmarta.com](http://www.itsmarta.com) for train and bus schedules #RideMARTA



## MARTA to federal employees: Ditch your cars—take transit

For thousands now required to return to downtown offices full-time, MARTA offers tips



## MARTA encourages federal workers to take transit as in-person work order goes into effect







QUESTIONS

↑ All Trains 

Thank You for Riding with Us!



**Marketing & Sales  
2025 Strategic Priorities  
& Q1 Update  
3/27/2025**

**Chinnette Cannida  
Sr. Director of Marketing & Sales**

# Overview

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**Our Mission:** To drive ridership growth, enhance customer engagement, strengthen MARTA's brand, and generate revenue.

## Key Strategic Priorities:

1. Increase MARTA Ridership
2. Enhance Brand Loyalty & Reputation
3. Foster Customer Engagement
4. Drive Revenue Growth



# 1). Increase Ridership

- **Event Partnerships:** Exclusive transit promotions for major events (Mercedes Benz/State Farm Arena, Atlanta United, Dragon Con, Atlanta Pride, etc.)
  - **Targeted Campaigns:** Data-driven strategies based on rider demographics & travel patterns
  - **Affordability & Convenience:** Highlight cost savings vs. driving, reliability, and key connections
  - **Seasonal Promotions:** Engage new riders during peak travel times (“Take the Train to the Plane” - holidays, summer, etc.)
  - **Multi-Channel Awareness:** Digital, print, radio, social media, OOH, influencer partnerships
- 
- **KPIs:** Ridership growth | Engagement increase | Campaign awareness lift



## Skip the Traffic Take the Train

*Fast, affordable, convenient.*



Download MARTA's  
Breeze Mobile 2.0 app



Available on the App  
Store & Google Play



# 1). Increase Ridership January – March 2025 Updates



**Skip the Traffic  
Take the Train**

Fast, affordable, convenient.  
Download MARTA's Breeze  
Mobile 2.0 app!

Available on the App Store & Google Play

Mercedes-Benz  
STADIUM

ridemarta

## 2). Enhance Brand Loyalty & Reputation

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- **Ride with Respect Re-launch:** Safety & civility messaging, fare enforcement updates, code of conduct awareness
- **Recruitment Marketing:** Showcase MARTA as an employer of choice
- **Customer Rewards:** Gamification & Breeze 2026 adoption incentives
- **Service Transparency:** Updates on improvements, enhancements, and community feedback responses.
- **Employee Spotlights:** Humanize MARTA with operator, mechanic, and MPD stories
- **KPIs:** Customer satisfaction | Digital engagement | Media coverage volume | Employee retention



## 2) Enhance Brand Loyalty & Reputation January – March 2025 Updates



# Fare Evasion is a crime.

**Prohibited Actions**

- Evading Fare Payment
- Using Altered or Counterfeit Fare Media
- Selling or Exchanging Fraudulent Fare Media
- Using Another's Fare Media



**Learn more**  
Scan the QR Code to go to [itsmarta.com/ride-with-respect](https://itsmarta.com/ride-with-respect)

Georgia Code § 16-12-120.1  
Violations on Georgia public transit may result in a misdemeanor charge, including fines or 60-day suspension.

Help us keep MARTA safe and accessible for all.

**marta** | Ride with Respect

### 3). Foster Customer Engagement

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- **Loyalty & Appreciation:** Rewards program, community storytelling, customer events
  - **Sales & UPASS:** "Transit Days," partnerships with schools & businesses
  - **Community Events:** Cultural festivals, art installations, bus wrap dedications
  - **Social Responsibility:** Sustainability, safety, and inclusivity initiatives
  - **Customer Voice:** Surveys, social media engagement
- 
- **KPIs:** Repeat ridership | Positive feedback growth | Event attendance |



# 3). Foster Customer Engagement January – March 2025 Updates



## 4). Drive Revenue Growth

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- **Maximize MARTA Assets (digital and static):** Stations, buses, shelters, rail, and Streetcar
- **Expand Advertiser Partnerships:** Local, regional, and national brands
- **Premium Ad Opportunities:** Station dominations, “Home of” sponsorships, vehicle wraps
- **Boost Merchandise Sales:** itsmartamerch.com sales, pop-up stores at high-traffic locations and events
- **Grow Partnership Programs:** Direct partners, TMAs, UPass, K-12, Visitors & Conventions
- **KPIs:** Revenue growth | Advertiser increase | Occupancy rate of ad inventory



## 4). Drive Revenue Growth Advertising and Sales Programs Annual Revenue Comparison FY20 –FY25 YTD

Programs	FY20	FY21	FY22	FY23	FY24	FY25 (Jul-Feb)
Advertising	\$7.438M	\$5.072M	\$7.221M	\$7.474M	\$5.925M	\$112K
Sales	\$18.330M	\$5.904M	\$7.650M	\$8.843M	\$9.140M	\$6.432M
Total	\$25.768M	\$10.976M	\$14.871M	\$16.317M	\$15.063M	\$6.544M

## 4). Drive Revenue Growth FY25 YTD Merchandise Sales Revenue Summary

Merchandise Sales	Oct	Nov	Dec	Jan	Feb
Online Merch Store Revenue Share	\$0	\$2.5K	\$3.2K	\$759	(rev not reported yet)
Pop-Up Shop	\$2K	\$5K	\$11K	\$390	\$20.9K
<b>Totals</b>	<b>\$2K</b>	<b>\$7.5K</b>	<b>\$14.2K</b>	<b>\$1.1K</b>	<b>\$20.9K</b>

# Sales & Advertising Program Key Highlights

## Advertising Outlook:

- Ad revenue lower than expected due to contract and policy changes but is projected to meet 2025 targets (2025 EOY Revenue Forecast: \$4.5M)
- New Bus Shelter decision under review

## Sales Outlook:

- 4 of 5 partnership programs saw growth, with YTD sales up 3%
  - Direct 
  - UPass 
  - K-12 
  - Visitors & Conventions 
  - TMAs 
- TMA sales remain flat; Direct Partner sales are increasing
- Ridership in sales programs are still down 50% vs. FY20
- Competitive fare options and strategic employer engagement are critical for overall future growth



Thank You





# **External Relations Committee Government Affairs Update**

March 27, 2025

**Jennifer Larosa  
Sr. Director, Government Affairs**



## KEY LEGISLATIVE ITEMS

- BRT Camera Enforcement
  - HB638
  - Chair Deborah Silcox (Fulton)
- Government Authority Tort Reform
  - HB678
  - Rep. Scott Hilton (Fulton)



## SB68 TORT REFORM

- Restricts suing private/business property owners for third party crimes
- Creates a systematic approach to personal injury damages
- Two phase trials:
  - Culpability
  - Compensation



# ENGAGEMENT

- MARTOC 3/11
- Transit Day at the Capitol 3/21
- Delegation Meetings:
  - City of Atlanta 2/28
  - DeKalb 3/3



# 2025 GOALS & STRATEGIES

## **Develop and foster meaningful relationships with elected officials:**

- MARTA deep dives for newly elected officials
- Early access to initiatives
- Offer resources and information as a reliable source

## **Enhance our stakeholder communication plan to ensure all partners are engaged:**

- Regular cadence of check-ins with elected officials
- Share collateral early and often
- Offer briefings to align strategies and messaging

## **Align government affairs consultants with MARTA GA goals and efforts:**

- Regular consultant strategy sessions
- Engage consultants in project and quarterly briefing details



Thank You





# Building Stronger Partnerships 2025 Public Engagement Goals and Strategies

Office of Public Engagement

March 27, 2025

# Agenda

**Mission**

**What We Do**

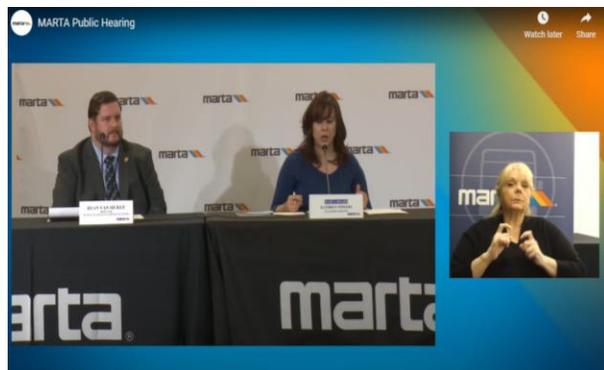
**2025 Goals & Strategies**

# Mission

To build strong community relationships and foster ongoing collaboration through engagement, communication, and feedback. As a key partner, we ensure that MARTA remains a trusted, inclusive, and accessible transit provider that meets the diverse needs of the community.

# WHAT WE DO

## Service & Budget Hearings



## Special Bus Requests



## Capital Program Engagement Support



## Community/Marketing Events



## Senior Programming



## Reduced Fare Pop-Ups



## Station Activations



## Partnerships

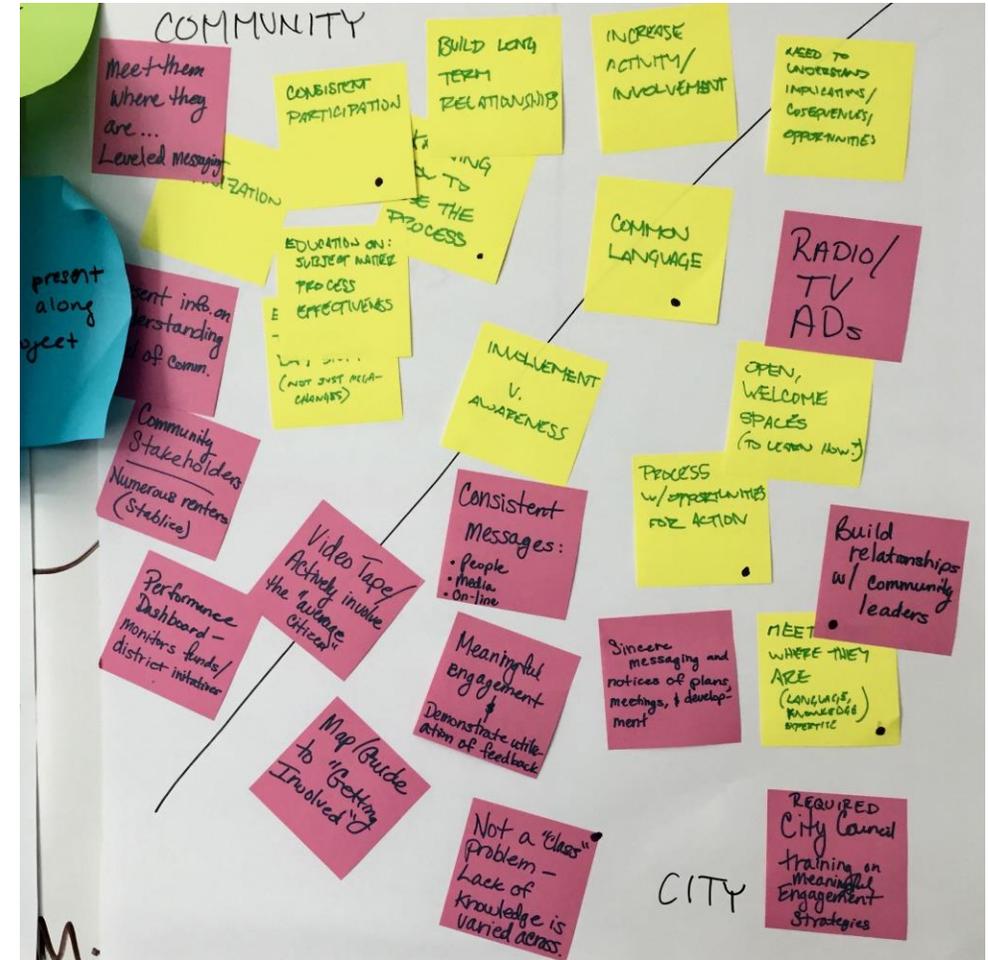


# PUBLIC ENGAGEMENT



# 2025 Goals & Strategies

- **Strengthen collaborative relations with stakeholders**
  - Build a stakeholder roundtable
  - Share information and identify common goals
  - Foster long lasting partnerships
- **Increase participation in external meetings and events**
  - Grow our team
  - MARTA representation at key meetings
  - Attend at least 10 meetings/events a month
- **Automate special request and application process**
  - Streamline process
  - Automate external request
  - Work with IT to create online submission



# Stakeholder Roundtable

- **Build stronger relationships**
- **Enhance communication and collaboration**
- **Improve our ability to Inform, educate and garner feedback through stakeholder networks**
- **Expand engagement efforts**





Thank You

