



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, MAY 28, 2026**

**ATLANTA, GEORGIA**

**MEETING SUMMARY**

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

Committee Member Roderick Frierson called the meeting to order at 12:16 P.M.

**Board Members**

**Present:**

Al Pond  
Roderick Frierson  
Sarah Galica  
Elizabeth Bolton-Harris  
DeVon Hudson

**Board Members**

**Absent:**

Freda Hardage  
Kathryn Powers  
Valencia Williamson  
Jennifer Ide  
Jacob Tzegaegbe  
Russell McMurry  
Jannine Miller  
Sagirah Jones  
Ryan Loke  
Shayna Pollock

**Staff Members Present:**

Rhonda Allen  
Paul Lopes  
Ralph McKinney  
Steven Parker  
Duane Pritchett

**Also in Attendance:**

Petter Crofton, Paula Nash, Michelle Arrington, Stephany Fisher, Phyllis Bryant, Kenya Hammond and Tyrene Huff

**2. APPROVAL OF THE MINUTES**

**Minutes from March 26, 2026 External Relations Committee Meeting.**

Approval of the Minutes from March 26, 2026 External Relations Committee Meeting. On a motion by Board Member Hudson, seconded by Board Member Pond, the motion passed by a vote of 5 to 0 with 5 members present.

**3. BRIEFING**

**Briefing: Community Engagement Update and 2026 Legislative Wrap-up**

Assistant General Manager, External Affairs, Michelle Arrington provided the committee with an update of Government and Community Affairs' public engagement activities and legislative wrap-up.

**Briefing: NextGen/Reach Media Impressions**

Sr. Director Communications, Stephany Fisher provided the committee with an overview of the NextGen and MARTA Reach media impressions.

**4. OTHER MATTERS**

None

**5. ADJOURNMENT**

The Committee meeting adjourned at 12:32 P.M.

YouTube link: <https://youtube.com/live/YeU2nD3-VJs?feature=share>



# External Relations Board Update

Michelle Arrington, AGM, External Affairs

May 28, 2026



# Successful Events

## City of Atlanta

- ✓ MARTA HQ Open House (3/26)
- ✓ 404 Day (4/4)
- ✓ Move for Grady Race (4/25)
- ✓ Atlanta Presidential Townhall – President Overstreet (4/29)

## Clayton County

- ✓ Clayton State University, College of STEM (3/26)
- ✓ Clayton County HOA President's Brunch (3/28)
- ✓ Clayton Chamber of Commerce Luncheon (4/16)
- ✓ Clayton County Convocation Center Grand Opening (4/22)

## DeKalb County

- ✓ East Central DeKalb Senior Center (4/14)
- ✓ Buford Hwy. Walk Audit w/ Comm. Long Spears & Propel ATL (4/17)
- ✓ Aging in Place – DeKalb County (4/24)
- ✓ Lou Walker Multipurpose Center (4/30)

## Fulton County

- ✓ Fulton County Central Library (3/30)
- ✓ East Point City Council (4/6)
- ✓ Fulton County Employee Webinar (4/9)
- ✓ Wellstar Know Your Numbers Health Initiative (4/18)
- ✓ American Society on Aging Bus Tour (4/22)

## Jurisdiction-wide

- ✓ MARTA FY2027 Budget Public Hearing (4/14 & 4/21)
- ✓ Latin American Association Job Fair (4/23)
- ✓ Atlanta Regional Commission-MARTA 101 (4/24)
- ✓ Regular Literature Drops at Libraries & YMCAs
- ✓ Monthly Toolkit Communication to Stakeholders



# Scheduled Events

## May

### City of Atlanta

- ✓ Big Tigger's Beltline BikeFest (5/2)
- ✓ Atlanta Housing Senior Farmer's Market (5/14)
- ✓ Atlanta Streets Alive - West End to Grant Park (5/31)

### Clayton County

- ✓ Clayton County Seniors Services Mayfest 2026 (5/2)
- ✓ Clayton County GDOT-MARTA Bus Tour (5/6)
- ✓ Clayton County Citizen's Advisory Board (5/21)

### DeKalb County

- ✓ Clairmont Oaks Senior Meeting (5/4)
- ✓ Opportunity Tucker Development Summit (5/6)
- ✓ DeKalb State of the County (5/7)
- ✓ Indian Creek Station Ribbon-Cutting Ceremony (5/18)

### Fulton County

- ✓ Fulton County Senior Tech Summit (5/5)
- ✓ Senior Resource Fair @ Helene S. Mills Senior Multipurpose Facility (5/15)



# Legislative Advocacy

- HB 297 (Penny extension) passed on Sine Die
- HB 638 (Bus Camera Enforcement) did not pass
- APTA Legislative Conference, April 12 – 14



# GOVERNMENT AND COMMUNITY AFFAIRS TEAM



**Carolina Ramos**



**Toni Thornton**



**Carla Wiley**

Thank You



# MEDIA IMPRESSIONS

MARTA Reach / NextGen Bus Network / *Rapid* A-Line Launches



MARTA  
Published by Sprout Social March 2 at 10:01 AM  
MARTA will launch MARTA Reach on March 7, 2026, bringing an on-demand transit service to 12 metro Atlanta zones. Part of the NextGen Bus Network, the service offers flexible, shared rides that connect customers curb-to-curb or to MARTA's bus and rail system.  
Rides can be booked through the MARTA Reach app or reservation line, with pickup windows of 30 minutes or less. Operating 18 hours a day, seven days a week, MARTA Reach provides a convenient first-mile/last-mile solution designed to make transit more accessible and efficient.  
Read more about fares, booking details, and service information here: <https://itsmarta.com/marta-launch-ondemand-transit>  
#MARTAReach #MARTA #NextGenBusNetwork



WSB-TV 2  
ATLANTA

**MARTA unveils curb-to-curb van service as part of network overhaul**

WABE PBS  
102.7

**MARTA REACH**  
200 IMPRESSIONS  
100% POSITIVE & NEUTRAL  
\$7M AVE

**MARTA launching rideshare-style transit service**

**MARTA Reach launches this weekend, offering rideshare-style service across Atlanta-area zones**

ANF ATLANTA NEWS FIRST

**What to know about MARTA's new curb-to-curb service launching Saturday**  
The Atlanta Journal-Constitution  
New MARTA Reach service will replace bus routes in 12 areas with on-demand, rideshare-type transit within the zone.



# MARTA rolls out leaner, faster Atlanta bus network

ALIVE

# MARTA to launch major redesign of bus network

ATLANTA BUSINESS CHRONICLE

## NEXTGEN BUS NETWORK

253  
IMPRESSIONS  
99.6%  
POSITIVE & NEUTRAL  
\$13.5M  
AVE

MARTA is launching the NextGen Bus Network on April 18, marking the biggest change to the bus system since 1972.

Here's what to expect:

- More routes with buses every 15 minutes
- Simpler, more direct routes
- Frequent, all-day service on major corridors
- 12 new MARTA Reach zones for near door-to-door service

What this means: Easier commutes and better access

Check your route and plan ahead by visiting [marta.com/nextgen2.aspx](http://marta.com/nextgen2.aspx).

#MARTA #NextGenBusNetwork

# MARTA NextGen arrives: How metro Atlanta bus riders adapting to new routes

WSB-TV ATLANTA 2



# MARTA rolls out biggest bus overhaul yet

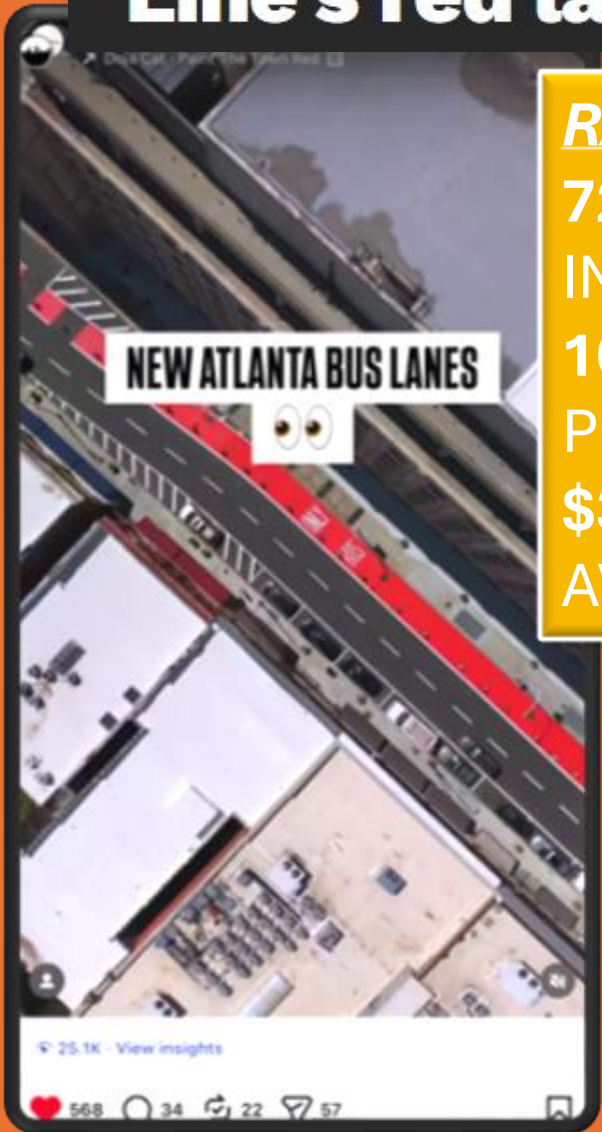
AXIOS Atlanta



**Are you a MARTA bus? If not, get out of the new Rapid A-Line's red lanes.**

The Atlanta Journal-Constitution

**RAPID A-LINE**  
72  
IMPRESSIONS  
100%  
POSITIVE & NEUTRAL  
\$3M  
AVE



**New MARTA bus rapid transit to connect downtown Atlanta to BeltLine**



**Test drive: MARTA's new rapid bus line**



# QUESTIONS



6

MARTA BUS RAPID TRANSIT LINE OPENS TOMORROW

**ANF**

**Pinnacle**  
Home Improvements

**FIRST ALERT  
WEATHER**

**ATHENS**

**SAT** ☀️ 89°/59°

**SUN** ☁️ 71°/43°

**MON** ☀️ 79°/47°

7:18

87°