



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, JULY 23, 2026

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair Sagirah Jones called the meeting to order at 11:08 A.M.

Board Members

Present:

Al Pond
Freda Hardage
Roderick Frierson
Jacob Tzegaegbe
Sagirah Jones
Ryan Loke
Sarah Galica
Elizabeth Bolton-Harris
DeVon Hudson

Board Members

Absent:

Kathryn Powers
Valencia Williamson
Jennifer Ide
Russell McMurry
Jannine Miller
Shayna Pollock

Staff Members

Present:

Jonathan Hunt
Rhonda Allen
Kevin Hurley
Paul Lopes
Ralph McKinney
Paula Nash
Steven Parker

Also in Attendance: Sasha Greenberg, Phyllis Bryant, Chinnette Cannida, Stephany Fisher, Jacqueline Holland, Tyrene Huff, and Nadia Lawrence

2. APPROVAL OF THE MINUTES

Minutes from May 28, 2026

Approval of the minutes from May 28, 2026. On a motion by Board Member Loke, seconded by Board Member Hardage, the motion passed by a vote of 9 to 0 with 9 members present.

3. BRIEFING

Post FIFA World Cup 2026

Chinnette Cannida, Senior Director of Marketing & Sales gave an update on Post FIFA World Cup 2026.

Briefing - March - June 2026 Media Impressions

Stephany Fisher, Senior Director of Communications gave an update on March - June Media Impressions

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 11:38 A.M.

YouTube link: <https://youtube.com/live/rtRAYkFD2eM?feature=share>

Post-FIFA World Cup 2026

Office of Marketing & Sales Recap

External Relations Committee Meeting – 7/23/26

Chinnette Cannida,

Sr. Director of Marketing & Sales



Agenda – Post FIFA World Cup – Campaign Recap

- Campaign Overview
- High Impact Strategies Executed & Performance:
 - Digital Marketing (Web, Email)
 - Paid Advertising (Print, Digital, OOH, Mobile)
 - Partnerships & Promotions
- Stand-out Moments
- Revenue-Generating Opportunities
- Next Steps: Sustaining Momentum in FY27



Campaign Overview: **Less Traffic, More Soccer** > **Welcome to Atlanta** > **Let MARTA Drive**

marta



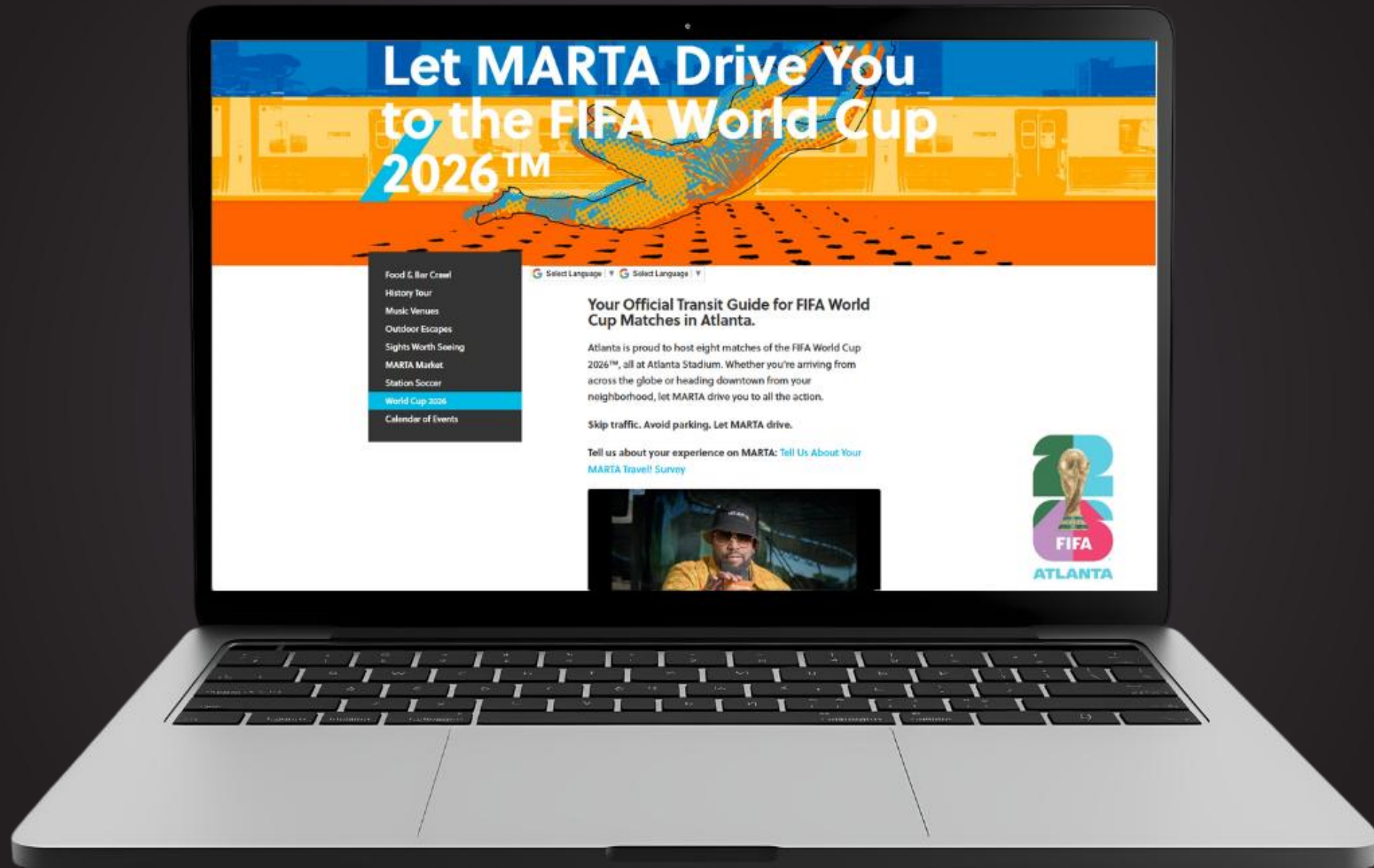
FIFA World Cup Website Landing Page

Highlights: March 12 – July 1

- Page views: 35,718
- Page visit: 38 second visit duration
(avg 20 seconds for our homepage)



<https://itsmarta.com/worldcup26.aspx>



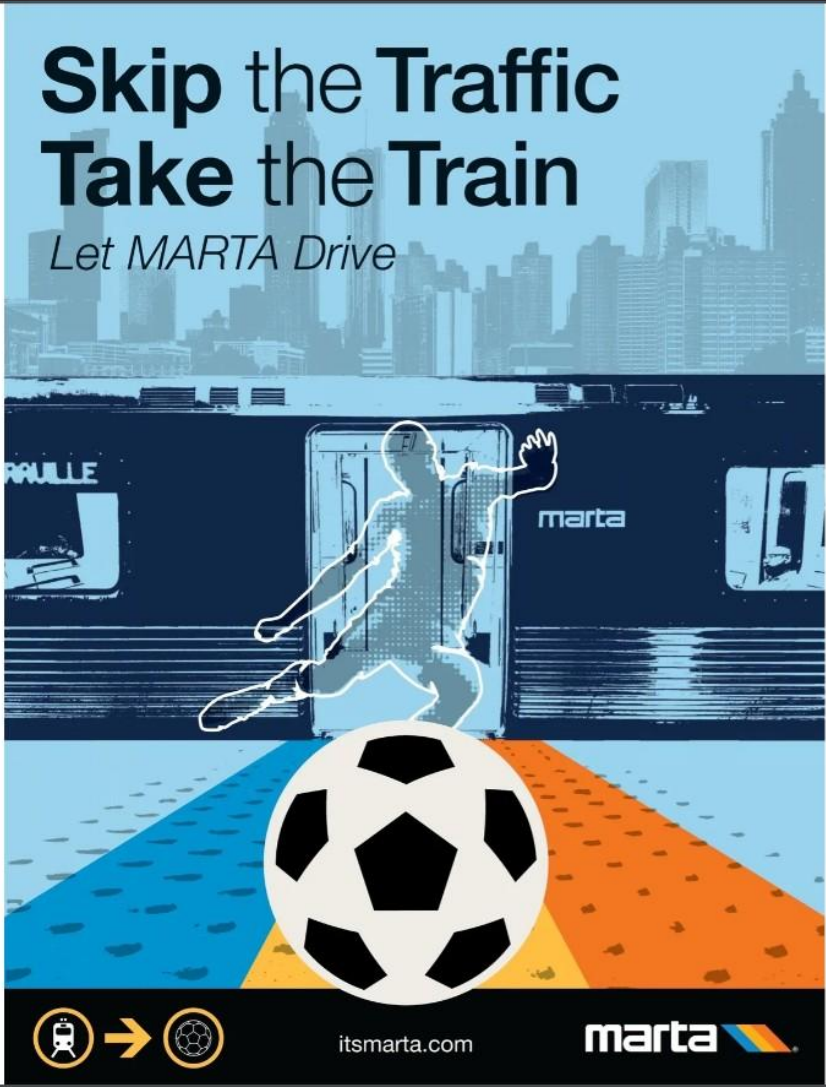
Print / Digital Advertisements (as of July 1)

2.5 Million Impressions

Highlights:

- Atlanta Magazine
- Atlanta Journal-Constitution
- Discover Atlanta Now
- Rough Draft
- Atlanta Intown
- GA Voice



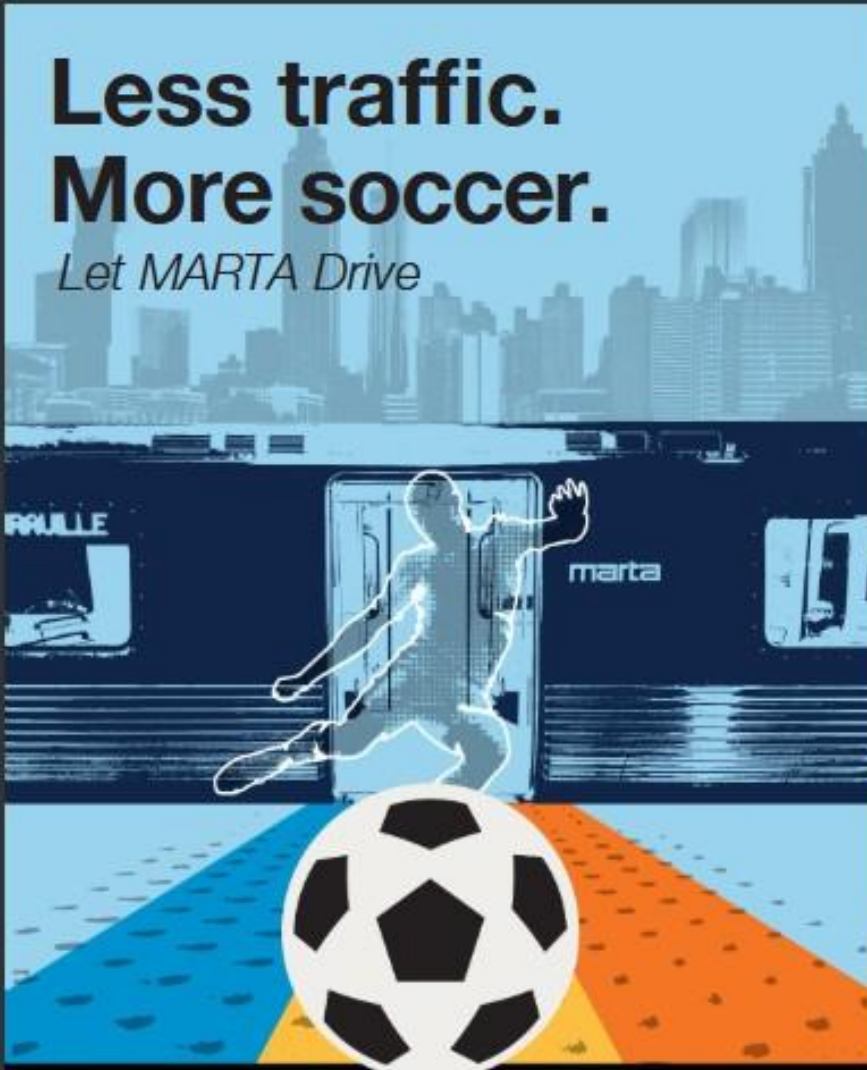


Discover Atlanta Now

Discover Atlanta Now | Summer 2026 | COMMEMORATIVE EDITION by Atlanta CVB - Issuu

Less traffic. More soccer.

Let MARTA Drive



itsmarta.com 

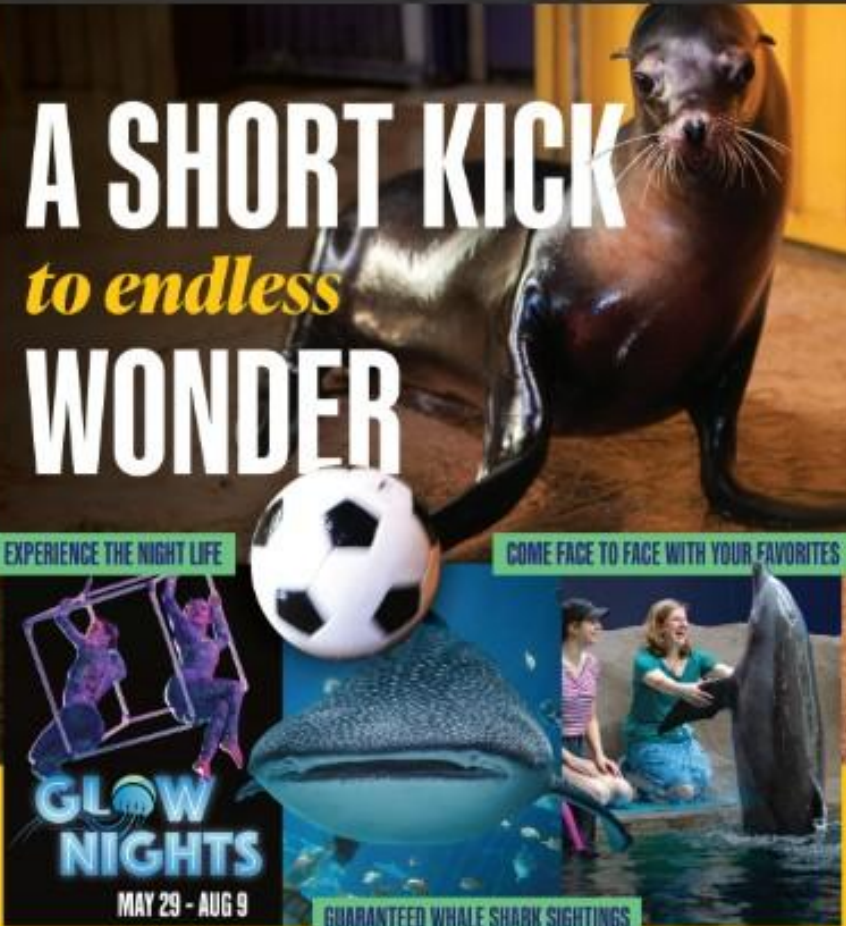
A SHORT KICK to endless WONDER

EXPERIENCE THE NIGHT LIFE

COME FACE TO FACE WITH YOUR FAVORITES

GLOW NIGHTS
MAY 29 - AUG 9

GUARANTEED WHALE SHARK SIGHTINGS




GEORGIA
AQUARIUM



FOR TICKETS & MORE INFO
SCAN QR CODE
or VISIT
WWW.GEORGIAAQUARIUM.ORG

A close-up photograph of a laptop keyboard. The focus is on a single keycap, which is black with a white, stylized letter 'A' printed on it. The keycap is part of a larger keyboard assembly with other keys visible in the background, though they are out of focus. The lighting is soft, highlighting the texture of the plastic keycap.

JAN 2008 15

Clear Channel Outdoor Mobile Display Campaign

2+ Million Impressions To-Date

Highlights

- Time period measured: 05/11/2026 through 6/28/2026
- Impressions served: 2,064,608
- Clicks: 5,783
- CTR: 0.28% (Benchmark 0.10%)



Clear Channel & Orange Barrel Outdoor – Digital Billboards

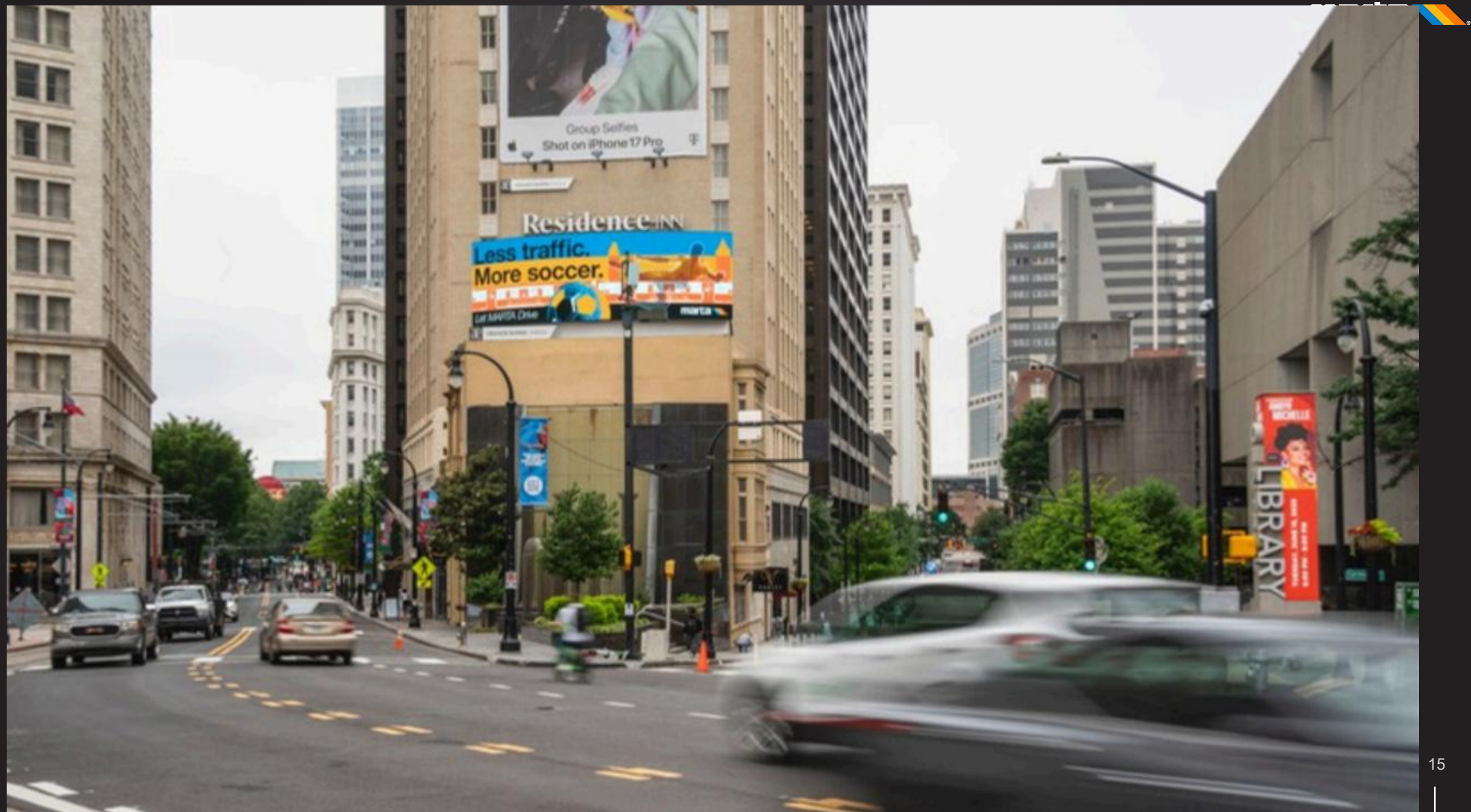
**31 Million Total Impressions To-Date
(5/11-6/28)**

- Number of Displays: 54
- Delivered Spots: 713,116
- Impressions: 31,649,517









TV Broadcast / Streaming TV & Audio, Paid Social, Display - Sponsorship

3+ Million Impressions To-Date

- 11Alive: 244,000
- Telemundo: 2.8M
- Delta Airlines LiveTV: 4,365



Paid Sponsor: 11 Alive Atlanta & Co Live Interview

<https://www.11alive.com/video/entertainment/television/programs/atlanta-and-company/marta-prepares-for-world-cup-visitors/85-deb4eb1d-ef4e-4585-a7bc-1870d3a8bc0a>



11Alive – Traffic Sponsorship

Link to on-airchecks: <https://www.dropbox.com/scl/fo/wi584aiaf7y9086hmicaj/AKL-NY2k3KBRzGmVqq2-8Y0?dl=0&e=1&rlkey=mdkcz9bnig956bgei94mu1r7e&st=3co5pcol>



Telemundo – Streaming TV



DeltaLive TV – June & July



Revenue Generating Opportunities:

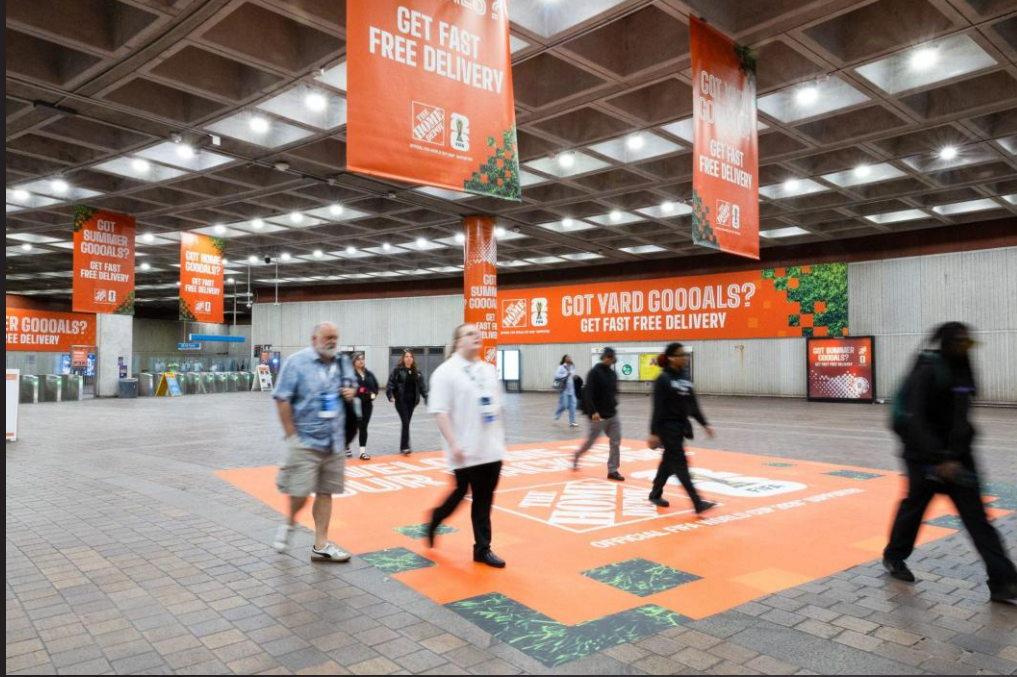
Total Revenue Generated To Date: \$666K

- World Cup Advertising: \$588K
- Online Merch Sales : \$28K
- Merch Pop-Up Sales: \$22K

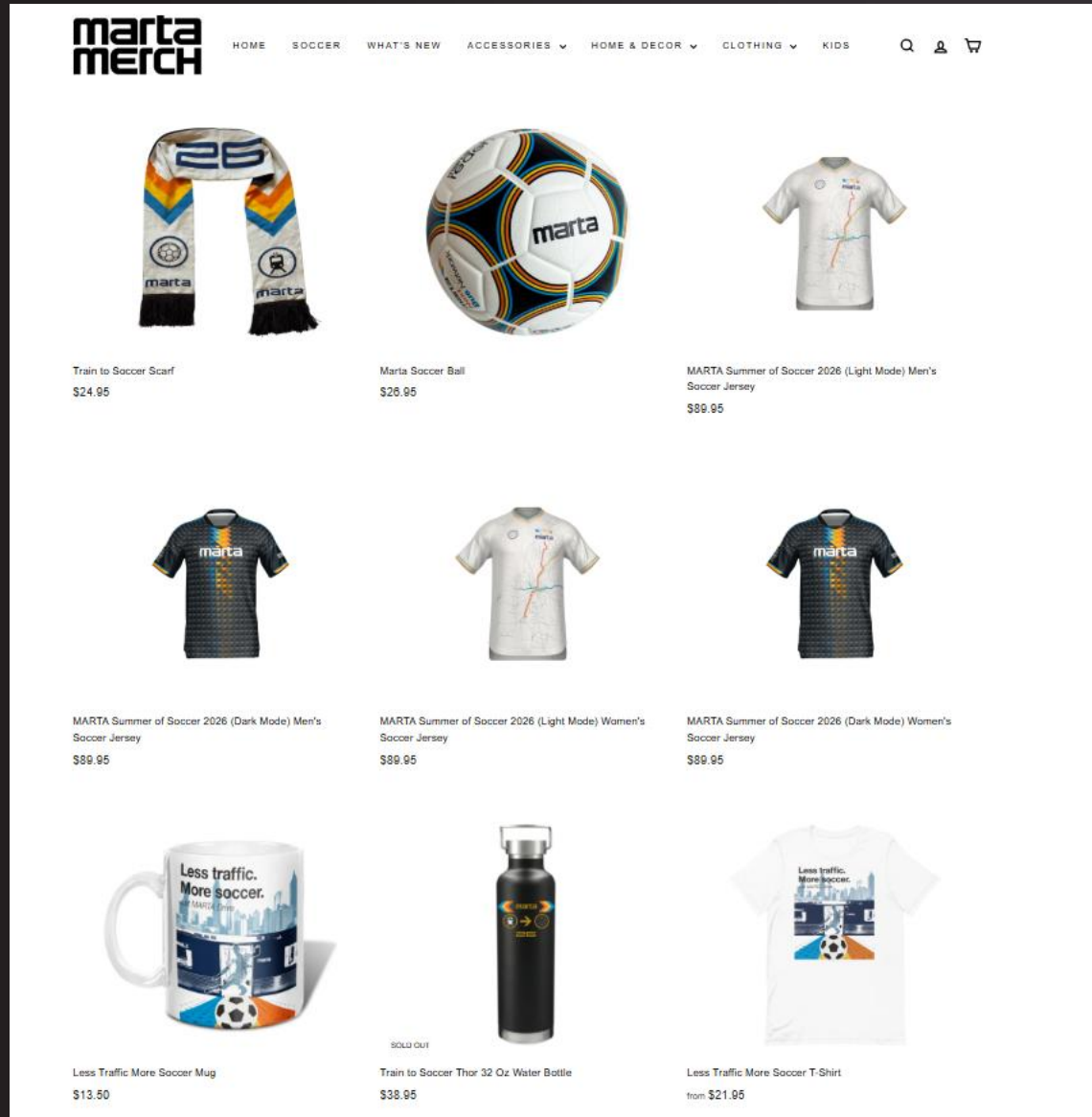


FIFA World Cup Advertising Revenue ~ \$588K

marta 



Online Merch Store – Soccer Collection



Soccer Collection
Total Sales
= \$28,000+



SEC District Merch Pop-Up Sales



Total Sales:
June 15, 18,
26, and July 1 =
~\$22,000

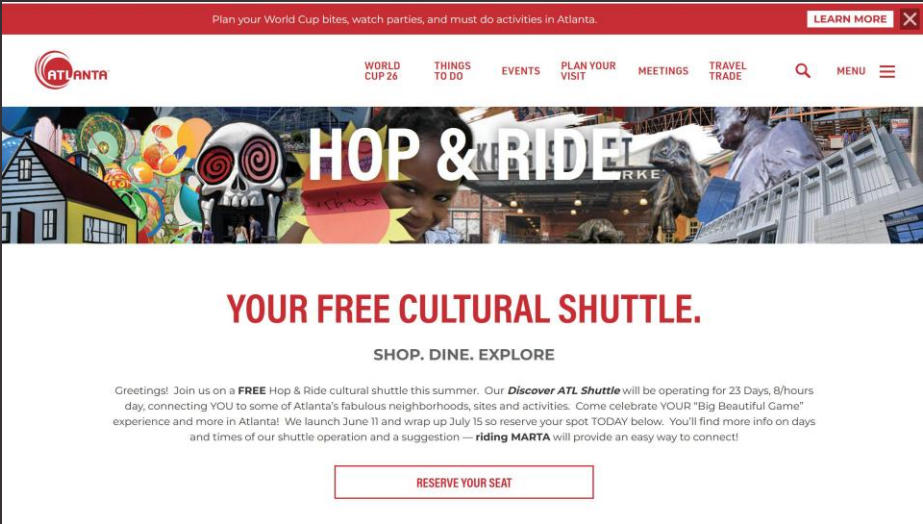


Partnerships & Promotions

- Atlanta Convention & Visitors Bureau - Sponsorship
- Voice of MARTA Partnership – Big Boi



Atlanta Convention & Visitors Bureau Partnership Let MARTA Drive > Free Hop-on Hop-off Cultural Shuttle



RIDE FREE

DISCOVER ATL HOP & RIDE

Your FREE HOP-ON + HOP-OFF Cultural Shuttle



IN PARTNERSHIP WITH 

I AM ATL.



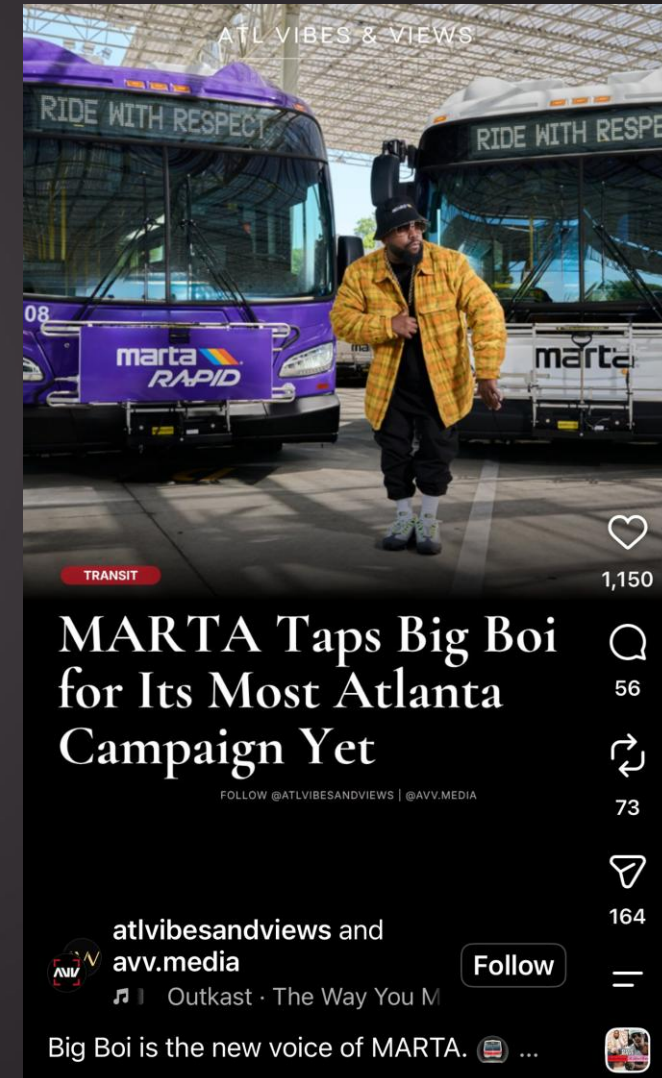
SCAN, BOOK, RESERVE

10 key Downtown belly bin locations

Cultural Icon Collaborations: Welcome to Atlanta / Let MARTA Drive – Big Boi of OutKast

Campaign timeline June 8 – July 30

- Train / Station Announcements
- Video campaigns
- Photo / Advertising Campaign
- Social Media Cross Promotions



“Welcome to Atlanta” - Big Boi of OutKast



Total Reach To-Date ~ 38.5M Impressions (as of 6/28)

- Digital Display
- Streaming TV ads & editorial
- Streaming Audio
 - Pandora, Spotify
- Targeted Display
 - Gray Media websites & apps
 - External sites & apps
- Paid Social Media
 - Meta (Facebook, Instagram)
 - YouTube
- Out-of-Home – Digital Billboards
- Transit Advertisements (buses, trains, stations)
- Newspaper & Magazine - print & digital
- Email



FY27 Strategic Goals & Priorities

Sustaining Momentum Beyond FIFA World Cup 2026

Sustaining Momentum Beyond FIFA World Cup 2026

FY27 Goals	High-Level Strategies
Drive Measurable Ridership Growth	Keep MARTA top of mind through always-on campaigns, service promotions, major event messaging, and rider engagement.
Strengthen Brand Reputation & Customer Trust	Proactively tell MARTA's story through Ride with Respect, customer education, employee voices, community leaders, and cultural partnerships that reinforce safe, clean, reliable service.
Expand Revenue Opportunities	Relaunch bus shelter advertising, grow sponsorships, extend World Cup advertiser relationships, pursue new advertiser categories, and continue to build MARTA merchandise as a brand and revenue platform.



Thank You



MEDIA IMPRESSIONS



March – June 2026

MARTA set to launch on-demand transit in 12 specific zones

MARTA Reach system will be free to ride for first three weeks, transit agency reports

MARCH



Interim MARTA CEO says agency is '100% ready' for the FIFA World Cup games this summer

MARTA's new fare payment system to go live March 28

1,700
Impressions

10
Press Releases

Homeless people shelter at MARTA stations. A program helps them find housing.

MARTA HOPE has aided more than 6,000 people since it launched in 2020.

Shooting at MARTA Arts Center station disrupts train service

MARTA to start temporary entrance closures at Peachtree Center Station

3,262,646 Impressions

Have you noticed a red street lane in Downtown Atlanta? Here's what it's for

\$61M

AVE

92%

Positive &
Neutral

East Lake MARTA station construction resumes after year-long delay

MARTA police officer fired, charged in deadly crash



APRIL

1,950 Impressions

12 Press Releases

95% Positive & Neutral

New MARTA Better Breeze gates fully operable at airport ahead of schedule, travelers react

MARTA's new bus route system now in place, largest overhaul in its history



At \$2.50, MARTA fare is one of the best deals to get to FIFA World Cup games

2 suspects in custody after deadly shooting at Oakland City MARTA station, police say



As other cities deal with inflated World Cup transportation costs, MARTA and Downtown stadium offer affordability in Atlanta

MARTA adds digital Breeze cards to mobile wallets



**3,329,889
Impressions
\$67M
AVE**

Some MARTA riders express frustration with distribution of reduced-fare cards for new Better Breeze system

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

MARTA shares before & after photos of rehabilitation, construction projects

**MAY
13 Press
Releases**

Beltline stabbing suspect punched woman at MARTA station in previous attack

Images: How upgrades for MARTA's easternmost station turned out

Fare will be required to ride MARTA at all stations beginning May 30

'We are basically paralyzed:' Seniors complain of half-mile walk after MARTA bus stop closes

**2,760
Impressions
\$72M
AVE**

Man stabbed multiple times at Georgia State MARTA Station, police say

MARTA riders can now add new Breeze cards to Apple Wallet



MARTA train stabbing leaves one dead, suspect in custody

MARTA bus service to be impacted by I-285 closure

Is MARTA World Cup ready? New Atlanta trains haven't passed safety tests.

MARTA system upgrades lead to long lines for reduced fare riders

93% Positive/Neutral 2,172,518 Impressions

How MARTA is preparing for the FIFA World Cup

CEO and GM of MARTA, Jonathan Hunt, says that as "the backbone of Atlanta's infrastructure," the Metropolitan Atlanta Rapid Transit Authority is ready and qualified to handle the excess amount of travelers that the 2026 FIFA World Cup will bring to the city. Here's how they are doing it.





martatransit

martatransit · Original audio

MARTA reassures riders after deadly stabbing

MARTA postpones the 'First Ride' of the new CQ400 trains

MARTA apologizes after disabled train leaves passengers stranded near Lenox Station, transit officials say

MARTA under federal investigation over system's security and safety

Transit agency says it welcomes a federal review of its operations.

JUNE

7,500 Impressions

Reflexions and MARTA Launch Next-Generation Mobile App and Digital Rider Tools

16 PRs

87% Pos. & Neut.

\$163M AVE

MARTA issues stark warning to riders who damage, break faregate glass

Metro Atlanta man facing federal charges after Midtown MARTA shooting



MARTA surpasses 2 million trips during World Cup

MARTA to feds: Crime prevention strategies are working

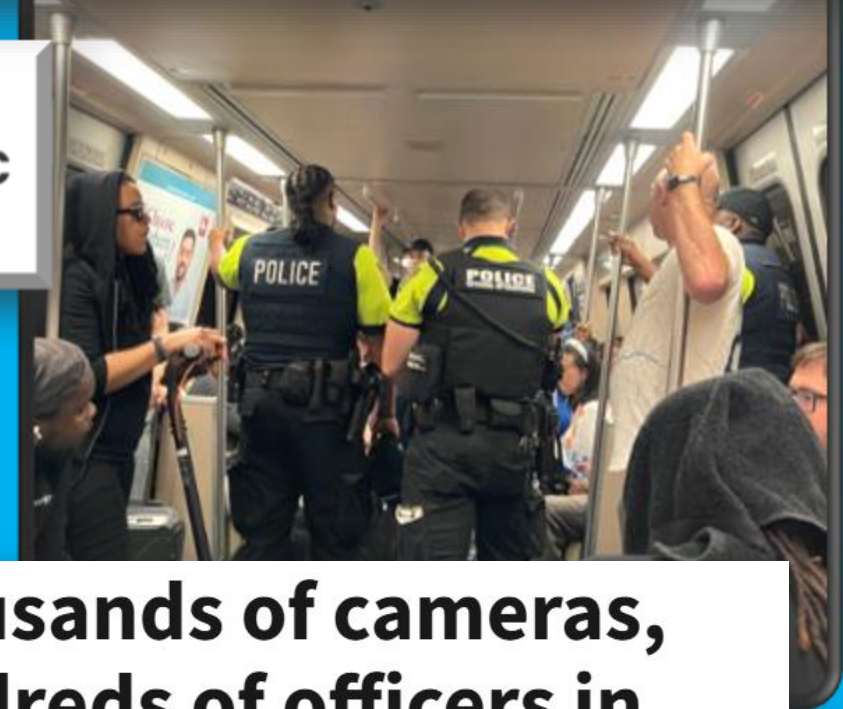
Facial recognition technology helped police nab MARTA stabbing suspect

OutKast Legend Big Boi Partners with MARTA for World Cup Traffic Blitz

5,545,421 Impressions

‘Love to see more people taking MARTA:’ System reports record ridership during World Cup

Thousands of cameras, hundreds of officers in play to keep MARTA safe during FIFA, agency says





QUESTIONS