

BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, JULY 24, 2025

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Present:

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

Board Members Freda Hardage

James Durrett Kathryn Powers Roderick Frierson

Rita Scott

Thomas Worthy Valencia Williamson

Jennifer Ide

Jacob Tzegaegbe Russell McMurry¹ Sagirah Jones

Elizabeth Bolton-Harris

Al Pond **Board Members**

Absent: Jannine Miller

Shayna Pollock

Staff Members Present: Rhonda Allen

> Steven Parker Carrie Rocha Jonathan Hunt Paul Lopes Ralph McKinney Michael Kreher George Wright Kevin Hurley

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.

Attendance: Justice Leah Ward Sears, Phyllis Bryant, Stephany Fisher, Jon Gordon and

Kenya Hammond

2. APPROVAL OF THE MINUTES

Minutes from May 22, 2025, External Relations Committee meeting.

Approval of the Minutes from May 22, 2025, External Relations Committee meeting. On a motion by Board Member Williamson, seconded by Board Member Powers, the motion passed by a vote of 9 to 0 with 1 member abstaining and 11 members present.

3. RESOLUTIONS

Resolution Authorizing a Modification in Contractual Authorization for Professional Services for Homeless Outreach, LOA L47029

Approval of the Resolution Authorizing a Modification in Contractual Authorization for Professional Services for Homeless Outreach, LOA L47029. On a motion by Board Member Powers, seconded by Board Member Ide, the resolution passed by a vote of 11 to 0 with 1 member abstaining and 12 members present.

4. BRIEFING

<u>Media Impressions for March – June and Club World Cup Communications Successes</u>

Stephany Fisher, Senior Director Communications, provided the Board Committee with an overview of MARTA's communications and media impression from March - June 2025 and Club World Cup event successes.

5. OTHER MATTERS

None

6. ADJOURNMENT

The Committee meeting adjourned at 11:34 A.M.

YouTube link: https://www.youtube.com/live/KIrD5PQHuLs?si=Q_q_jVSH7pradxy8

marta ****

Resolution Authorizing Modification of Professional Services Contract for Homeless Outreach, L47029

> External Relations Committee July 24, 2025

Jon Gordon
Director of Customer Engagement

Agenda







Program Background Chronicles of Hope

Challenges





Considerations

Resolution





Program Background

- Launched MARTA HOPE August 2020
- Six case managers provide direct outreach
- Based out of Five Points Hope Office
- Five beds reserved for men Gateway Center
- Five beds reserved for women Salvation Army

Average shelter stay: 60-90 days.

98.7% utilization over the last year.



MARTA Heroes | Gloria: Helping Those in Need -- YouTube



Accomplishments – as of June 2025



5,739

Accepted Services (>44K total engagements)



1,625

Shelter placements



98

Family Reunifications



4,310

Social services referrals



137

Permanently Housed



116

Georgia Works



239

Military veterans helped



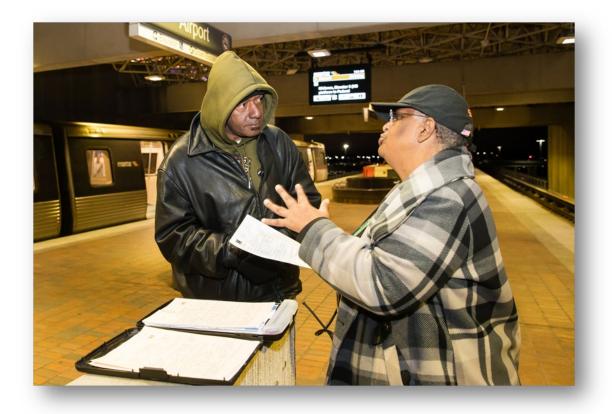
Chronicles of Hope (1)

Charles's story is a powerful example of MARTA HOPE's impact.

After losing his home in August 2024, Charles lived in MARTA stations, struggling with mental health. His turning point came when Gloria Woodard, a MARTA HOPE case manager, found him.

"If he was willing to work as hard as I was, we could change his future," Gloria promised. Charles embraced the challenge, focusing on securing housing.

On March 14, 2025, Charles moved into his own apartment. He shared: "Ms. Gloria has given me a new zest for life and a new sense of hope and purpose. She has restored my belief that there are good people still left in this world.



Note: The individual pictured with Case Manager Gloria Woodard is not Charles.



Chronicles of Hope (2)

"Hey, you helped me get into The Georgia Works Program, and I want to Thank you for all your help! I'm going to do my best."

(Text message from male client who moved from Gateway Center bed and placed in jobs program.)

"I know I had other help getting me housed, but it was you, who got me off the train and trying to do the next right thing. I know that I messed up at Gateway and that other program was not right for me. I still got my job, and I got my stuff to get out of storage. I just thank you again for helping me when I needed it most."

(Note from male client with alcohol dependence)





CHALLENGES

- High-incidence of people with selfreported mental/emotional health needs
- High refusal rates
- Customer misperceptions
- Metro-wide lack of drop-in facilities for clients seeking shelter after 5 p.m.
- Difficulty providing transportation to facilities for people willing to accept services





Scope of Services 2025-2027

MARTA HOPE Program: Core Service Commitment

- Current value stands at: \$1,844,769.43
- Request: extend direct outreach services for two (2)
 years = \$1,288,233.83
- Projected contract value will be: \$3,133,003.26
- Audit results: Fair and Reasonable
- The foundational scope of services for the MARTA HOPE program remains unchanged.
- Exploring enhanced partnerships with stakeholders like Hartsfield-Jackson Atlanta International Airport, the City of Atlanta, and Partners for Home, these efforts will augment, not alter, our current service delivery.
- Our commitment to these core services is resolute.





CX Request

Request approval of Resolution Authorizing Modification of Professional Services Contract for Homeless Outreach, L47029 to HOPE Atlanta for a maximum contract value in the amount of \$3,200,000.00.





Thank You



RESOLUTION AUTHORIZING THE MODIFICATION IN CONTRACTUAL AUTHORIZATION FOR PROFESSIONAL SERVICES FOR HOMELESS OUTREACH, LOA L47029

WHEREAS, on August 20, 2020 the General Manager entered into a Contract with Travelers Aid of Atlanta, Inc. d/b/a Hope Atlanta for Professional Services for Homeless Outreach, Letter of Agreement L47029; and

WHEREAS, in October 2020, a modification was executed to increase the contractual authorization in the amount of \$152,980.00; and

WHEREAS, in July 2021, a modification was executed to increase the total contractual authorization in the amount of \$180,000.01; and

WHEREAS, in October 2021, the Board of Directors authorized a modification to extend the contract term to June 30, 2022 and increase the value to \$468,000.01.; and

WHEREAS, on August 11, 2022, the Board of Directors authorized a Modification to extend the contract term and increase the contract value to \$936,001.01; and

WHEREAS, in August 2023, the Board of Directors authorized a modification to extend the contract term and increase the contract value to the substantiated audit amount of \$982,800.00; and

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WHEREAS, MARTA staff has determined that it is in the best interest of the

Authority to increase the contract value to provide for known changes and additions to the

contract; and

WHEREAS, all contractual changes and additions for this modification will follow

the Authority's procurement policies and guidelines; and

WHEREAS, the Department of Internal Audit has conducted a price analysis and

determined the prices to be fair and reasonable; 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 increase the authorization for Contract No. L47029 - Professional Services for

Homeless Outreach from \$1,918,800.01 to \$3,207,033.84.

Approved as to Legal Form:

-Signed by:

AA2A4DE3C56E44C...

Ionathan Hunt

Chief Counsel, Metropolitan Atlanta

Rapid Transit Authority



MARTA to host final NextGen Bus Network public meetings

MARCH

14 Press Releases

public meetings

Emory students, ditch rideshares and embrace MARTA

MARTA launches Project Snapshot Tool to track progress of capital projects

Rail News: Railroading People

MARTA appoints Parker, Dawkins, Hunt to C-suite roles

METRO ATLANTA

Mayor held up MARTA permit over audit dispute, records show



MARTA (Metropolitan Atlanta Rapid Transit Authority)

3d • 🕥

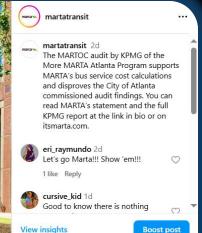
MARTA is pleased to announce the permanent appointments of Steven Parker as Chief of Staff, LaShanda Dawkins as Chief Administrative Officer, and Jonathan Hunt as Chief Legal Counsel. These experienced leaders will play key roles in guiding MARTA's strategic initiatives and service improvements.

Read more: https://lnkd.in/e3sun5df







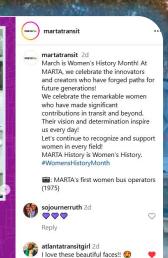


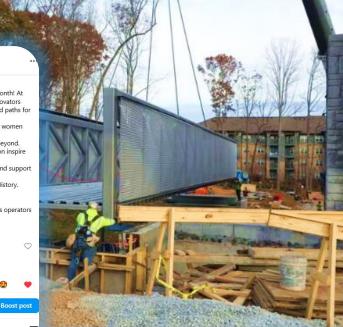
OOA

MARTA Published by Sprout Social · March 26 at 2:47 PM · 3 MARTA has launched the Project Snapshot Tool, an interactive online resource that tracks the progress of its capital improvement projects across Atlanta, Clayton, DeKalb, and Fulton Counties. Part of a 10-year plan, the tool provides updates on project timelines, budgets, and spending. Users can search projects by category: Expansion (new service lines)... See more



WOMEN'S HISTORY MONTH marta 🔪





7 comments 5 shares



105 comments - 11 reposts

View insights

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Boost post

MARTA Five Points Transformation Project to resume May 17

APRIL
12 Press
Releases

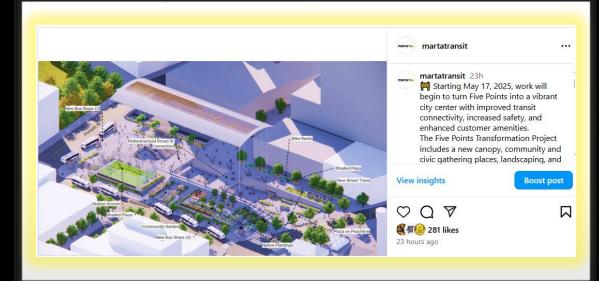
A love letter to riding the MARTA bus

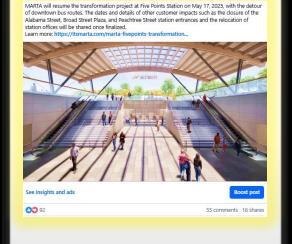
Skip Parking Fees and Rideshare Costs & Let MARTA Do the Driving to the Airport

MARTA launches new app to plan trips

The app shows real-time bus, train and streetcar arrival information, is available in English and Spanish.

MARTA completes upgrades to parking payment systems at nine stations









MARTA

Published by Sprout Social



· April 22 at 3:30 PM · 3

X While prices keep climbing, MARTA's fare to the Airport haven't changed since 2011! Let us do the driving and get you there for less!

Learn more: https://www.itsmarta.com/getting-to-airport.aspx #LetMARTADrive



See insights and ads

Boost post



38 comments 8 shares

MARTA to finalize bus network redesign featuring fewer routes, more frequent service

MARTA renaming busy station in Downtown Atlanta in time for FIFA World Cup

Guide to Exploring Atlanta on MARTA Trains (From a

MAY

12 Press Releases

Local)

MARTA boss: Safety is a 'north star' focus as transit agency tries to attract more riders

Incidents of serious crimes on MARTA are down this year by 35%.

Bus detours begin May 17 for MARTA Five Points station renovation



1 day ago

Add a comment...





Check out this video to learn more about how the original station design and the overdue need to

Published by Sprout Social · May 12 at 7:30 AM · ❸

replace the canopy above the station.

Curious about the upcoming transformation of Five Points?

Boost post

Liked by blakeschltz and others martatransit M Project Milestone Alert:

The Five Points north/south center platform has reopened to customers with fresh flooring! Thanks for your patience as we push toward a Spring 2026 completion date for platform-level renovations at Five Points.

paysonmarta There's a lot happening at Five Points Station, but I'm happy to let MARTA customers know what to expect in the coming Starting weeks! Bus detours began on May 17, and starting Friday, June 6, May 17, only the Forsyth St. entrance will be open for pedestrians and bus customers. For additional info on bus detours, as well as information on the station services and amenities closures, please visit itsmarta.com/fivepoints emtheory Please post accurate signs on which buses are being Route detoured on Forsyth Street. Having all the trackers available on buses would be incredibly helpful too, but I don't wanna ask for too much over here. 2d 3 likes Reply milo_apparently Pls let me do yall social media marketing 2d 6 likes Reply ifuckinglovemarta ilovemarta 2d 1 like Reply angel4lyfe Please leave earlier then usual don't expect Marta to be on time all! carsonpkirby He must be sad riding Marta because he's not on O V Liked by jennifer.winkler26 and 213 others

Decatur Square martatransit Edited • 3d

OOA

電燈 4 251 likes days ago

Add a comment..

MARTA was proud to join with the

@CityOfDecaturGA today to announce @DecaturWatchFest26, a multi-day watch

party festival for the FIFA World Cup in

2026. The 34-day festival will take place

right on top of our Decatur rail station.

MARTA will be ready to welcome the world in 2026! Soccer fans can let MARTA

do the driving to all the matches and great festivities surrounding the tournament - like Decatur WatchFest26!

 \Box



20 comments 46 share

customers with fresh flooring! Thanks for your patience as we push toward a Spring 2026 completion date for platform-level

MARTA board approves \$1.5B budget focused on improving safety, reliability and cleanliness

reliability and cleanliness

'Informers not enforcers:' MARTA sends fare evasion button instructions to bus drivers

Atlanta's MARTA Markets 2025 season is here

JUNE

12 Press Releases

Atlanta's MARTA prepared to welcome FIFA World Cup fans to the city; what to know

Big changes start Friday at MARTA Five Points Station



experience in Atlanta!

As soon as you touch down at
@ATLAirport, the excitement begins!

With boots on the ground, hop on MARTA and head straight into the heart of downtown Atlanta, where hotels, restaurants, and

@MercedesBenzStadium await! Д €

Purchase your Breeze card on site or download the Breeze Mobile 2.0 app, load your fare, and go!

View insights

Boost reel









juli.dayfilm and martatransit Original audio



juli.dayfilm (Spanish ♠) This summer, the FIFA Club World Cup is coming to Atlanta, and the city is already getting ready to welcome thousands of soccer fans. ♠ ♠

If you're planning to attend any of the matches and not sure how to get around, MARTA can make your life easier:

Direct connection from the airport

Affordable parking at multiple stations

Special trains running after each game

It's a fast, safe, and hassle-free way to enjoy the full experience.

Already know which team you're supporting this year? �� 🎙
Tell me in the comments!

And for more info on routes, schedules, and services, check out

@martatransit

Follow me for more content like this and don't miss a thing!

Este verano, la FIFA Club World Cup llega a Atlanta y la ciudad ya se está preparando para recibir a miles de fans del fútbol. 🚱 🂍

Si vas a acistir a alguno do los partidos y po sabos cómo moyor







martatransit Edited • 3d

What an incredible time we had riding MARTA to @AtlantaStreetsAlive! A huge thanks to everyone who joined us for this adventure, and a shoutout to @LivableBuckhead and @ATLYimby for putting it all together while we tagged along for the ride.

We met at Lenox Station, got our Breeze cards in gear, and departed at 1:30 PM to Midtown Station, where we took a short walk to the Livable Buckhead tent at @AtlantaStreetsAlive!

Together, new riders built their transit

Buckhead tent at @AtlantaStreetsAlive



MARTA preps operations, security ahead of FIFA Club World Cup

MARTA to increase number of trains running while FIFA Club World Cup is in town

MARTA gears up to transport global fans during 2025 FIFA Club World Cup in Atlanta









