



**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**

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

**Board Members**

**Present:**

Freda Hardage  
James Durrett  
Kathryn Powers  
Roderick Frierson  
Rita Scott  
Thomas Worthy  
Valencia Williamson  
Jennifer Ide  
Jacob Tzegaegbe  
Russell McMurry<sup>1</sup>  
Sagirah Jones  
Elizabeth Bolton-Harris

**Board Members**

**Absent:**

Al Pond  
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

<sup>1</sup> 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**

**Media Impressions for March – June and Club World Cup Communications Successes**

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](https://www.youtube.com/live/KIrD5PQHULs?si=Q_q_jVSH7pradxy8)



# **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 self-reported 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

**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:  
  
AA2A4DF2C68F44C...  
**Chief Counsel, Metropolitan Atlanta  
Rapid Transit Authority**



# **MEDIA IMPRESSIONS**

**March – June 2025**

**MARTA to host final  
NextGen Bus Network  
public meetings**

**MARCH**

14 Press Releases

**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**





**martatransit** 2d  
The MARTOC audit by KPMG of the More MARTA Atlanta Program supports MARTA's bus service cost calculations and disproves the City of Atlanta commissioned audit findings. You can read MARTA's statement and the full KPMG report at the link in bio or on itsmarta.com.

**eri\_raymundo** 2d  
Let's go Marta!!! Show 'em!!!  
1 like · Reply

**cursive\_kid** 1d  
Good to know there is nothing

View insights Boost post

194 likes  
2 days ago

**MARTA (Metropolitan Atlanta Rapid Transit Authority)** 22,980 followers  
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>

824  
105 comments · 11 reposts

**MARTA CELEBRATES WOMEN'S HISTORY MONTH**

marta

**MARTA**  
Published by Sprout Social  
· March 26 at 2:47 PM ·

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

**martatransit** 2d  
March is Women's History Month! At MARTA, we celebrate the innovators and creators who have forged paths for future generations! We celebrate the remarkable women who have made significant contributions in transit and beyond. Their vision and determination inspire us every day! Let's continue to recognize and support women in every field! MARTA History is Women's History. #WomensHistoryMonth

MARTA's first women bus operators (1975)

**sojournerruth** 2d  
Reply

**atlantatransitgirl** 2d  
I love these beautiful faces!!

View insights Boost post

48  
7 comments · 5 shares



# **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**



**martatransit**

**martatransit** 23h  
 🚧 Starting May 17, 2025, work will begin to turn Five Points into a vibrant city center with improved transit connectivity, increased safety, and enhanced customer amenities. The Five Points Transformation Project includes a new canopy, community and civic gathering places, landscaping, and

[View insights](#) [Boost post](#)

👍👤 281 likes  
 23 hours ago

MARTA will resume the transformation project at Five Points Station on May 17, 2025, with the detour of downtown bus routes. The dates and details of other customer impacts such as the closure of the Alabama Street, Broad Street Plaza, and Peachtree Street station entrances and the relocation of station offices will be shared once finalized.  
 Learn more: <https://itsmarta.com/marta-fivepoints-transformation...>



[See insights and ads](#) [Boost post](#)

👍👤 92 55 comments 16 shares



**martatransit**  
 West End station (MARTA)

**martatransit** 2d  
 A warm welcome to FIFA President Gianni Infantino, who visited West End Station Soccer today to spread the word about the upcoming FIFA Club World Cup matches in Atlanta. The @soccerstreets kids had a great time seeing the Club World Cup Trophy and even got a little practice in with President Infantino and Atlanta Mayor Andre Dickens!

[View insights](#) [Boost post](#)

👍👤 371 likes  
 2 days ago

Add a comment...

**MARTA**  
 Published by Sprout Social  
 April 22 at 3:30 PM · 🌐

✈️ 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](#)

👍👤 161 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 Local)**

**MAY**

**12 Press Releases**

**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**





**martatransit**

**martatransit** Edited • 1d  
#WaybackWednesday 🕒  
Let's journey back in time with these vintage cards! Each one has a story! What was your favorite go-to spot on MARTA in the 80s? #MARTAMemories

**discoveratlanta** • 22h  
What a throwback 📸  
1 like Reply

**avobrii** 1d  
My mom is still holding on to her MARTA tokens 🥰  
13 likes Reply

View insights

Boost post



**martatransit**  
Decatur Square

**martatransit** Edited • 3d  
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!

View insights

Boost post

251 likes  
3 days ago

Add a comment...

**MARTA**  
Published by Sprout Social  
May 12 at 7:30 AM

Curious about the upcoming transformation of Five Points? Check out this video to learn more about how the original station design and the overdue need to replace the canopy above the station.

Reminder: Construction and bus detours begin May 17! More details here: <https://itsmarta.com/fivepoints.aspx>

See insights and ads

Boost post

179

20 comments 46 shares

**martatransit**

Five Points  
UNDERGROUND ATLANTA

Northbound  
TO NORTH AVENUE • DOWNTOWN

Southbound  
TO FIVE POINTS • DOWNTOWN

379 likes 16 comments 12 shares

Liked by **blakeschultz** and others

**martatransit** 🚧 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.

**Five Points Transformation**  
RIDER ALERT

Starting May 17, 2025

Chick Center  
Peachtree Center  
Five Points  
West End  
Oakland City

Bus Route Detours

Healthy START PROGRAM  
Families Every Step of the Way

Programs:  
• Prenatal Support Classes  
• Centering Pregnancy Classes

Call Us Today! 404-521-2211 x250

**paysonmarta and martatransit**  
Original audio

**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 weeks! Bus detours began on May 17, and starting Friday, June 6, 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](https://itsmarta.com/fivepoints)

Edited • 2d

**emtheory** Please post accurate signs on which buses are being 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 than usual don't expect MARTA to be on time all!  
2d Reply

**carsonkirby** He must be sad riding Marta because he's not on  
2d 1 like Reply

Liked by **jennifer.winkler26** and 213 others  
2 days ago



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

legisprityl auq ctegnun622

**‘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! 🗺️💬

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 asistir a alguno de los partidos y no sabes cómo moverte...



[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 confidence while our original riders...



# CLUB WORLD CUP

A crowd of people is walking along a train platform. In the foreground, a person is wearing a white soccer jersey with 'MULLER 13' on the back. To the right, a person is wearing a bright yellow vest with 'MARTA' written on the back. A train is visible in the background, and the scene is set outdoors on a paved platform.

June 16, 19, 22, 29  
July 1, 5

**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**









# QUESTIONS

