



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, NOVEMBER 20, 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
Kathryn Powers
Roderick Frierson
Rita Scott
Jennifer Ide
Sagirah Jones
Ryan Loke
Elizabeth Bolton-Harris

Board Members

Absent:

Valencia Williamson
Jacob Tzegaegbe
Russell McMurry
Jannine Miller
Sarah Galica
Shayna Pollock

Staff Members Present:

Jonathan Hunt
Rhonda Allen
LaShanda Dawkins
Kevin Hurley
Paul Lopes
Ralph McKinney
Steven Parker
Larry Prescott
Duane Pritchett

Also in Attendance: Peter Crofton, Phyllis Bryant, Stephany Fisher, Kenya Hammond, Tyrene Huff and Jennifer Larosa

2. APPROVAL OF THE MINUTES

Minutes from October 23, 2025 External Relations Committee Meeting.

Approval of the Minutes from October 23, 2025 External Relations Committee Meeting. On a motion by Board Member Powers, seconded by Board Member Hardage, the motion passed by a vote of 9 to 0 with 9 members present.

3. BRIEFING

Briefing - Government and Community Affairs Year-End and 2026 Legislative Agenda

Senior Director, Government and Community Affairs, Jennifer Larosa provided the Committee with an overview of Government and Community Affairs FY26 1st quarter events and activities, election updates and the 2026 Legislative Agenda.

Briefing - Media Impressions Quarterly Report - July-October 2025

Senior Director, Communications, Stephany Fisher, briefed the Committee on MARTA's media impression from July 2025 through October 2025.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:18 P.M.

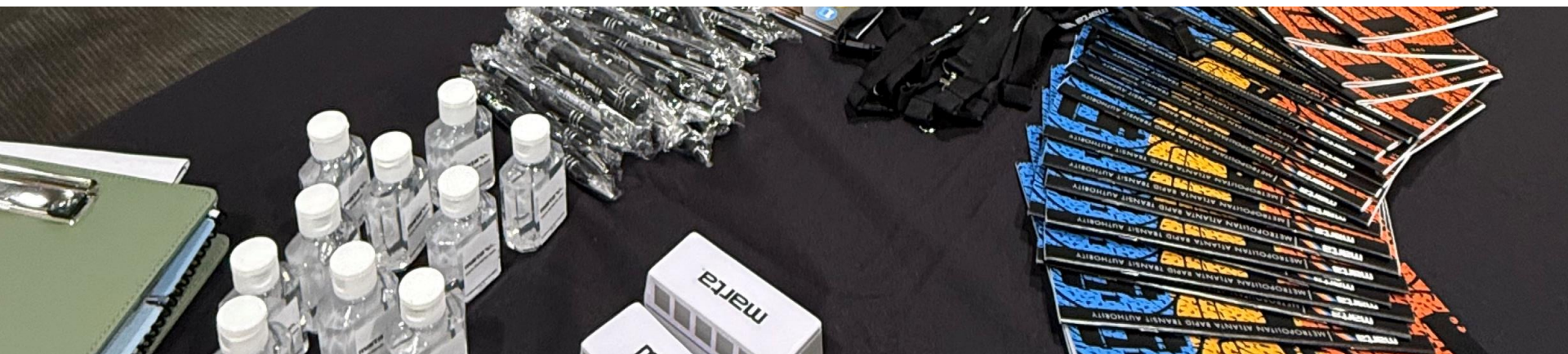
YouTube link: <https://www.youtube.com/live/9zo-usvS8No?si=tbHG5jhFX5Zthzuh>



External Relations Board Update

Jennifer Larosa, Sr. Director Government & Community Affairs

Nov. 20, 2025





Successful Events (July/August)

- ARC Tour (7/9)
- Riverdale Back to School (7/19)
- Station Table Activation (7/23)
- Touch A Truck (7/23)
- Goodr Event (7/24)
- Ebenezer Back to School Event (7/26)
- PinStripes Back to School Bash (7/29)
- Atlanta Night Out (8/5)
- Youth Safe Driving Summit (8/9)
- House ATL Member Convening (8/14)
- Laker Wildlife Initiative Gala at Clayton State University
- DeKalb County Youth Driving Safety Summit (8/9)
- Voter registration activation (8/11)

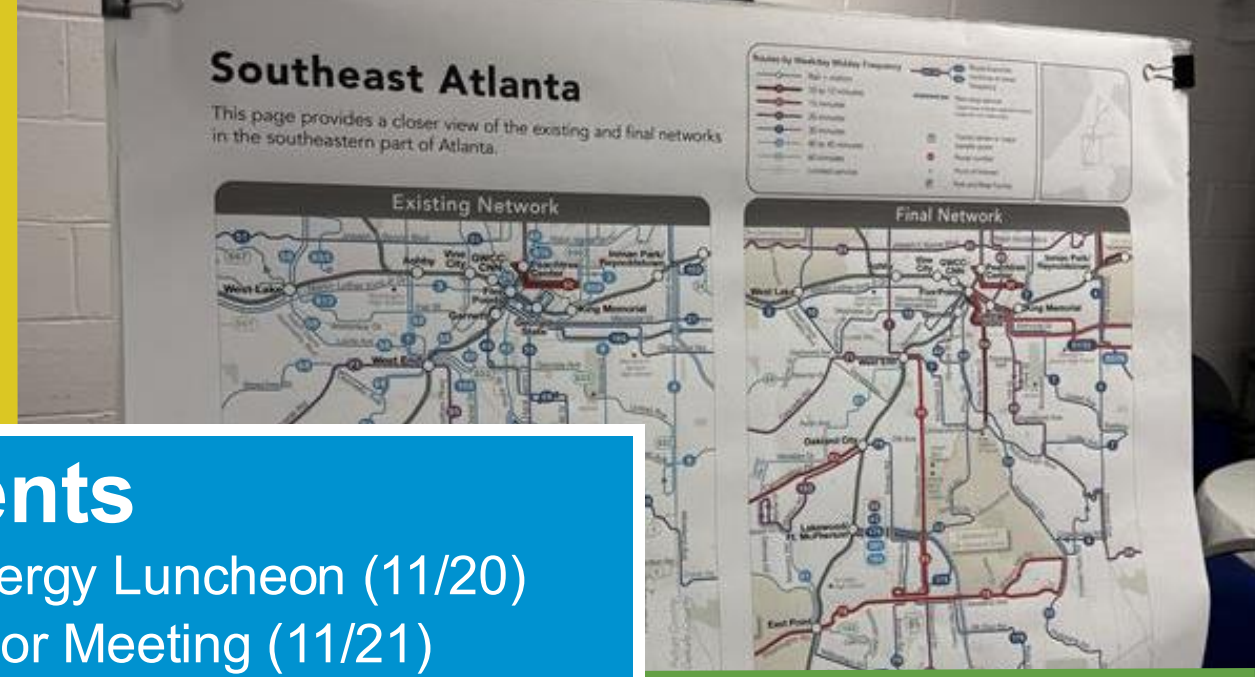




Successful Events (Sept/Oct/Nov)

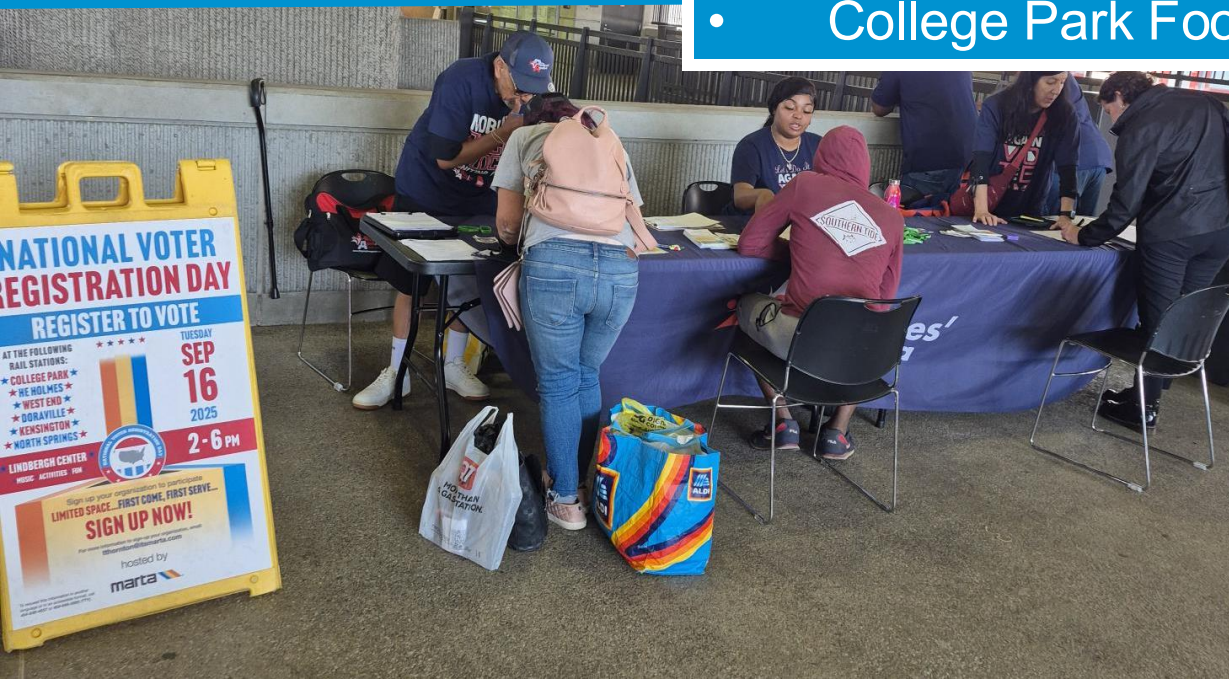
- Goodr Events (6 events)
- East Point Councilman Atkins Townhall Meeting
- National Voter Registration Day (9/16)
- Atlanta Streets Alive (3 events)
- Atlanta Housing Resources Event (10 events)
- City of Atlanta Resource Fair (10/22)
- Campbellton Corridor BRT Bus Ride Along
- Edgewood Senior Community Townhall (11/6)
- Concerned Black Clergy Leadership (11/17)





Scheduled Events

- Concerned Black Clergy Luncheon (11/20)
- Helene S. Mills Senior Meeting (11/21)
- NPU-J meeting (12/2)
- College Park Food in the Cities (12/8)





Atlanta Streets Alive



East Point Town Hall



Atlanta Housing Event

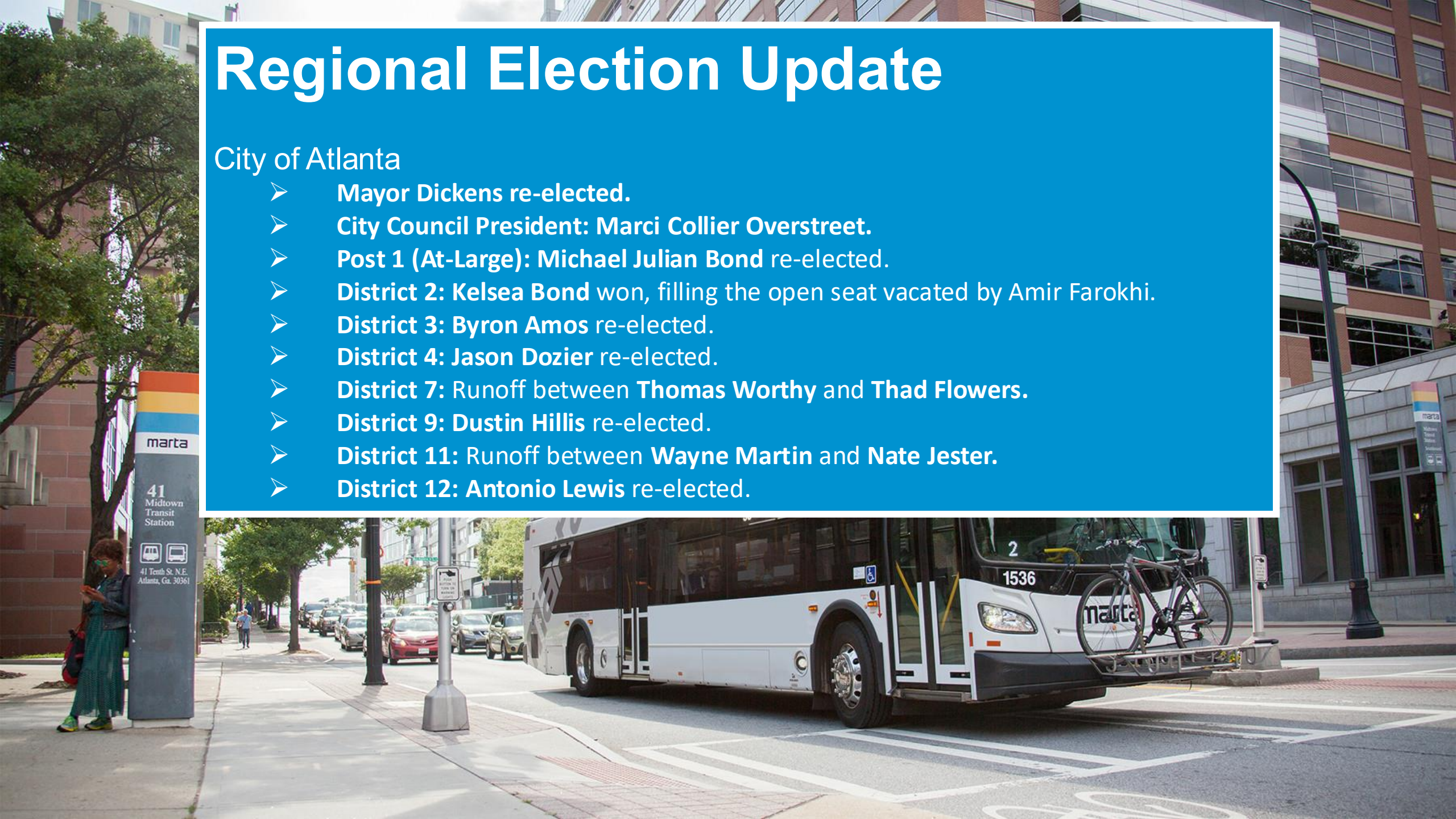


Clayton County Goodr

Regional Election Update

City of Atlanta

- **Mayor Dickens** re-elected.
- **City Council President: Marci Collier Overstreet.**
- **Post 1 (At-Large): Michael Julian Bond** re-elected.
- **District 2: Kelsea Bond** won, filling the open seat vacated by Amir Farokhi.
- **District 3: Byron Amos** re-elected.
- **District 4: Jason Dozier** re-elected.
- **District 7:** Runoff between **Thomas Worthy** and **Thad Flowers.**
- **District 9: Dustin Hillis** re-elected.
- **District 11:** Runoff between **Wayne Martin** and **Nate Jester.**
- **District 12: Antonio Lewis** re-elected.



Regional Election Update

DeKalb County

- The Lithonia annexation referendum failed by just four votes.

Fulton County

- Sandy Springs Mayoral Race headed to a run-off between Mayor Rusty Paul and Dontaye Carter.
- South Fulton Mayoral Race headed to a run-off between Councilmember Carmalitha Gumbs and Mayor Pro Tem Dr. Mark Baker
- Roswell Mayoral Race headed to a run-off between Mayor Kurt Wilson and Former State Rep. Mary Robichaux





Legislative Agenda

- Core Penny Extension
- *Transit Lane Camera Enforcement

**Still live from 2025*



Thank You



MEDIA IMPRESSIONS

July – October 2025

**MARTA and Atlanta United
releasing new merch
collaboration**

FOX 5
ATLANTA

External Relations Committee
November 20, 2025



JULY

10 Press Releases
2,800 Impressions
\$80M AVE
85% Positive & Neutral

MARTA chief Collie Greenwood retiring early

The Atlanta Journal-Constitution

MARTA recommends attendees of remaining 2025 FIFA Club World Cup games take the train to the stadium



AJC Peachtree Road Race 2025: MARTA, ride-hailing on July Fourth

The Atlanta Journal-Constitution

MARTA names interim general manager and CEO

ATLANTA
BUSINESS CHRONICLE

MARTA police chief assures riders ahead of Labor Day weekend: 'The fact is MARTA is safe'

WISN ALIVE

MARTA: Take transit to big Labor Day Weekend events. Here's how

URBANIZE ATLANTA

15 Press Releases
2,500 Impressions
\$32M AVE
93% Positive & Neutral

AUGUST



MARTA trains to skip Garnett Station for platform renovation in September

ALIVE

ANF ATLANTA
NEWS FIRST

Meet MARTA's interim CEO: Jonathan Hunt aims to take transit agency from 'good to great'

MARTA touts crowd-control and escalator-safety measures amid busy Labor Day weekend

WSB-TV 2
ATLANTA

SEPTEMBER

**10 Press Releases
1,500 Impressions
\$29M AVE
95% Positive & Neutral**

14 Press Releases
1,650 Impressions
\$33M AVE
97% Positive & Neutral

New phase for MARTA'S Five Point Station starting in October

FOX5
ATLANTA

"Behind the Ride" spotlights Atlanta family's journey with MARTA and soccer

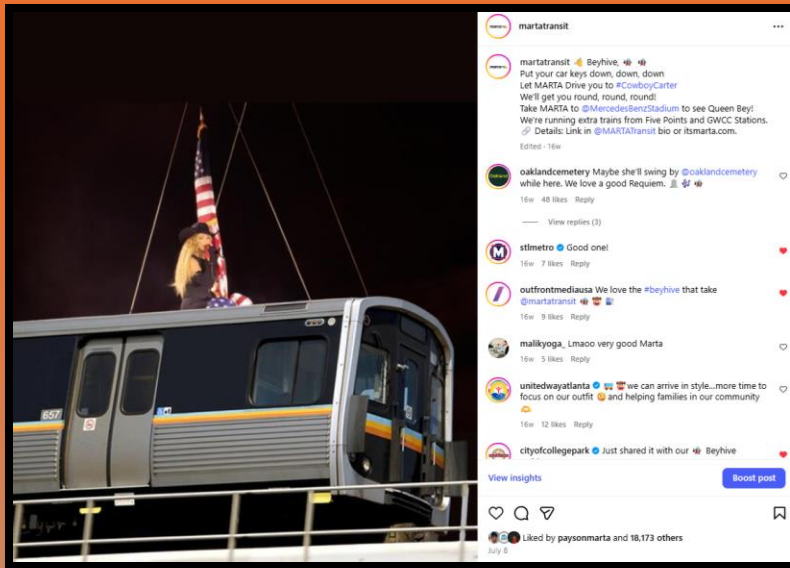
OCG
NEWS

**MARTA prepares for new
tap-to-pay fare collection
system ahead of 2026
World Cup**

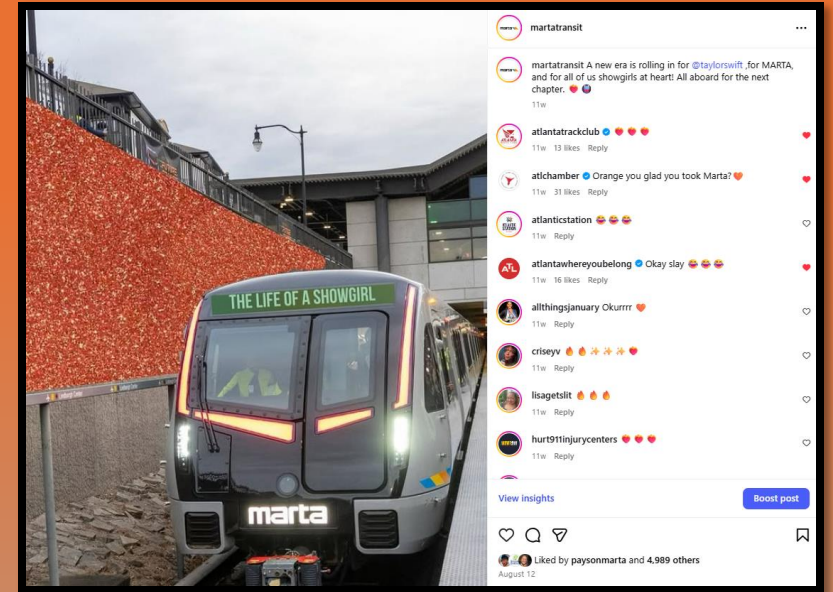
WABE  

OCTOBER

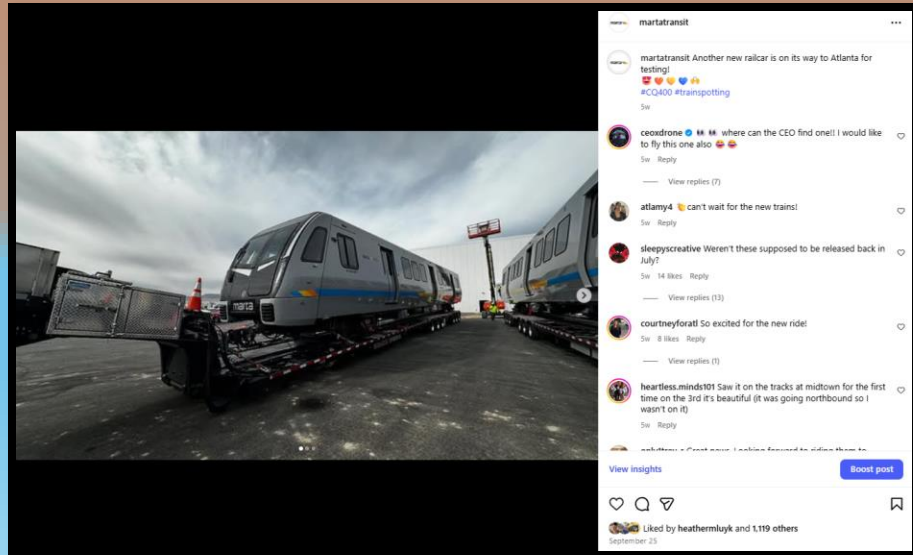
JULY
1,921,188



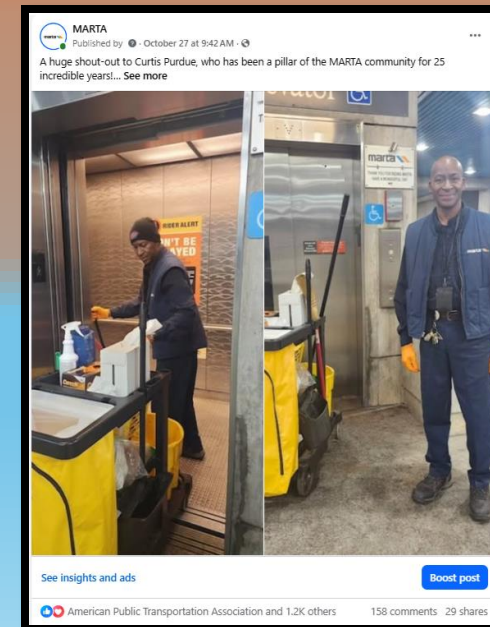
AUGUST
770,367



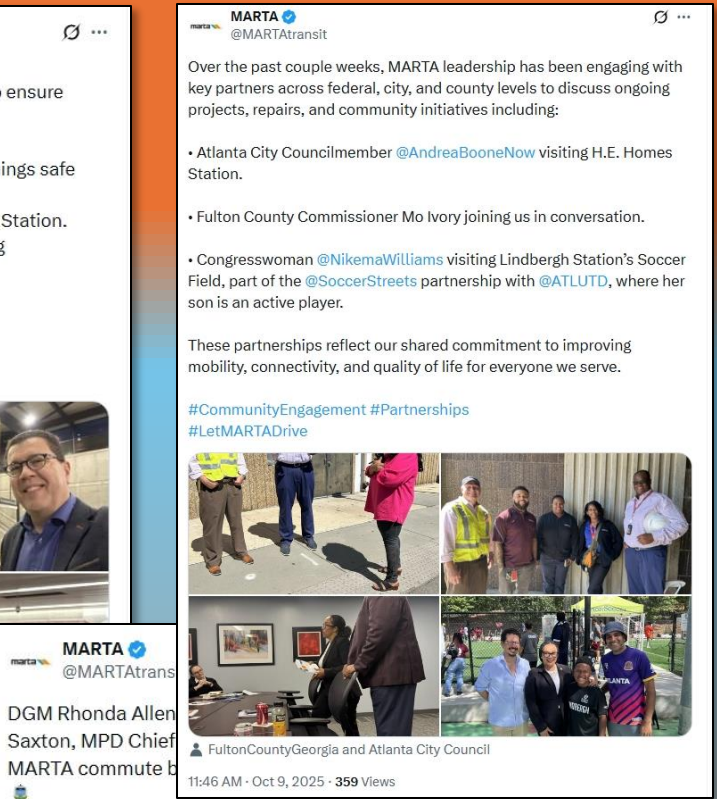
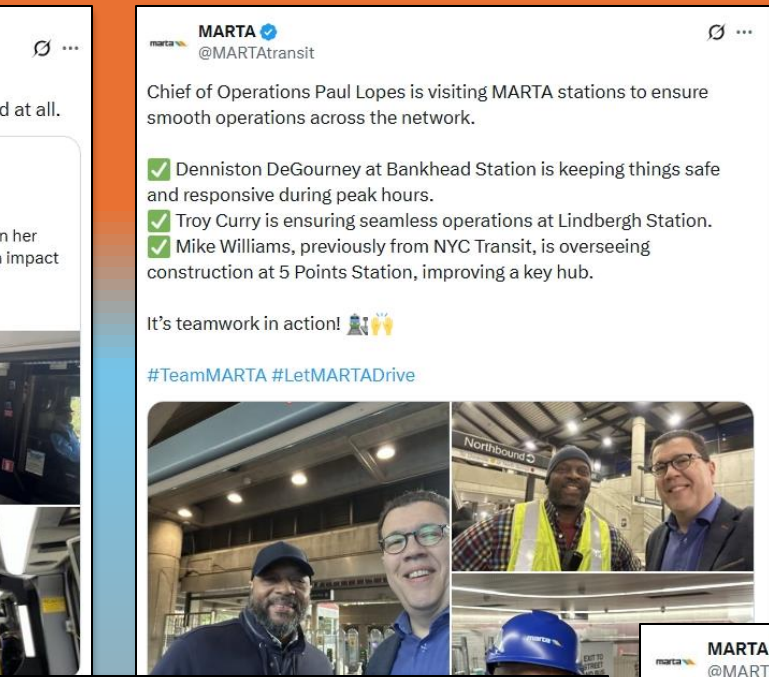
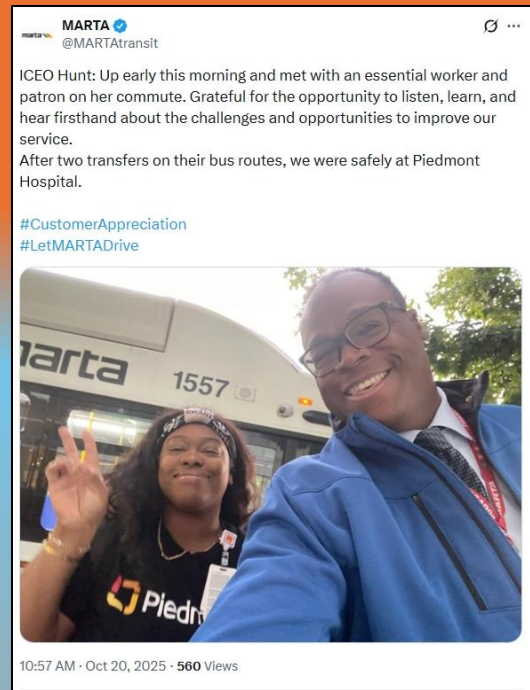
SOCIAL MEDIA IMPRESSIONS
4,076,262



SEPT.
676,769



OCTOBER
707,938



QUESTIONS

**Interim MARTA CEO
focused on public safety,
increasing ridership
ahead of the 2026 FIFA
World Cup**

WABE  