



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MAY 19, 2022

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Vice Chair Rita Scott called the meeting to order at 10:01 A.M.

Board Members

Present:

Al Pond
Kathryn Powers
Roderick Frierson
Rita Scott
Reginald Snyder
William Floyd

Board Members

Absent:

Freda Hardage
Jim Durrett
Roberta Abdul-Salaam
Robert Ashe III
Stacy Blakley
Thomas Worthy
Roderick Mullice

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Manjeet Ranu
Raj Srinath
Peter Andrews
Ralph McKinney
Rhonda Allen
Luz Borrero
George Wright

Also in Attendance: Tyrene Huff, Kenya Hammond, Keri Lee and Anthony Thomas

2. APPROVAL OF THE MINUTES

Approval of the March 24, 2022 External Relations Committee minutes.

On a motion by Board Member Pond, seconded by Board Member Floyd, the motion passed by a vote of 5 to 0 with 5 members present.

3. BRIEFING

Briefing - Riders' Advisory Committee Update

Chief Customer Experience Officer, Rhonda Allen, provided an update on the Riders' Advisory Council application process and next steps.

Briefing - MARTA Reach Update

Customer Experience Innovation Program Manager, Anthony Thomas, provided a MARTA Reach program update. MARTA Reach, MARTA's on-demand pilot program, has been operating for approximately 3 months and is half complete. The pilot, meant to test how on-demand shuttles can be used to make it easier and faster for customers to get to their destinations using MARTA, will be expanded to include the neighborhood of Dixie Hills and the cities of Avondale Estates, Alpharetta, Roswell, Forest Park, and Morrow.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 10:36 A.M.