



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**BOARD WORK SESSION**

**THURSDAY, JANUARY 8, 2026**

**ATLANTA, GEORGIA**

**MEETING SUMMARY**

**1. CALL TO ORDER AND ROLL CALL**

Chair Jennifer Ide called the meeting to order at 12:05 P.M.

**Board Members**

**Present:**

Al Pond  
Roderick Frierson  
Freda Hardage  
Kathryn Powers  
Valencia Williamson  
Jennifer Ide  
Jacob Tzegaegbe  
Sagirah Jones  
Ryan Loke  
Sarah Galica  
DeVon Hudson

**Board Members**

**Absent:**

Russell McMurry  
Jannine Miller  
Elizabeth Bolton-Harris  
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, Paula Nash, Jacqueline Holland, Kenya Hammond, Phyllis Bryant, Tyrene Huff, Stephanie Fisher

## 2. CHAIR'S REPORT

Chair Ide introduced and welcomed the new DeKalb County Board Member, DevVon Hudson. He replaced Board Member Rita Scott, whose term ended December 31, 2025.

### **Approval of the December 4, 2025 Work Session Meeting Minutes**

Approval of the December 4, 2025, Work Session meeting minutes On a motion by Board Member Galica, seconded by Board Member Powers, the motion passed by a vote of 9 to 0 with 1 member abstaining and 10 members present.

Board Member Jacob Tzegaegbe announced the slate of Board Officers for 2026:

### **MARTA Board Officers Nominations**

Chair Jennifer Ide  
Immediate Past Chair Kathryn Powers  
Vice Chair Al Pond  
Secretary Valencia Williamson  
Treasurer Shayna Pollock [Roderick Frierson will serve in her stead till Aril 1, 2026]

## 3. GM/CEO REPORT

### **On-site Inspections**

- **BRASCO (MARTA Rapid A-Line bus shelter manufacturer)**
- **IMS Engineered Products (better Breeze faregate assembly facility)**

### **MARTA Monthly Significant Initiatives Updates**

- **Better Breeze**
- **CQ400**
- **Five Points Transformation**
- **NextGen Bus Network**
- **Summerhill RAPID A-Line**

### **Purple Heart Presentations**

### **Public Safety Update**

## 4. WORLD CUP PRESENTATION

### **MARTA World Cup Updates**

## 5. EXECUTIVE SESSION

Litigation

Personnel

**6. OTHER MATTERS**  
**None**

**7. ADJOURNMENT**  
The Work Session adjourned at 1:45 P.M.

YouTube link: <https://bit.ly/BoardWorkSession010826>

# MPD 2025 Year End Report

Chief M. Scott Kreher  
1/8/2026



Safe, Clean, Reliable

# Administrative Division

Deputy Chief P. McKinzie

- Police Communications Center
- Background and Recruitment
- Training
- Property & Evidence/Supply/Fleet
- PIO/Social Media/Certification (State & CALEA)
- Records
- Emergency Preparedness Unit
  - ✓ Emergency Operations Center
- Protective Specialist (Facilities security)
- Budget/Contracts & RWR program
- Community Oriented Policing (COPPS)



# Operations Division

Deputy Chief W. Davenport

- North – Dunwoody Station
- South – College Park Station
- East – Indian Creek Station
- Central – Five Points Station (Ashby)
- SORT/EOD/K9/CAT/DRONE/TFO
- Criminal Investigations Unit
- Real Time Crime Center





# MPD Partnerships

## City Police Departments:

- Atlanta
- East Point
- College Park
- South Fulton
- Sandy Springs
- Dunwoody
- Brookhaven
- Union City
- Doraville
- Chamblee

## County Agencies:

- DeKalb
- Fulton
  - Human Trafficking
  - Violent Repeat Offender
- Clayton

## Improvement Districts:

- Downtown
- Midtown
- Buckhead
- Lindbergh

## Federal Agencies:

- Southeast Regional Fugitive Taskforce
- FBI AMMO Taskforce
- TSA Viper Taskforce
- Department of Homeland Security (DHS)
- Georgia Department of Transportation (GDOT)
- Georgia Emergency Management Agency (GEMA)
- Federal Emergency Management Agency (FEMA)
- Urban Area Security Initiative (UASI)
- Joint Terrorism Taskforce (JTTF)

# MARTA Crime is DOWN Significantly!

UCR Part 1 Crime 2025 YOY 2024:

- Zero Homicides compared to 5!
- Aggravated Assaults down 27%
- Robbery down 34%
- Auto Theft down 35%
- Theft down 22%
- Overall crime down 28%

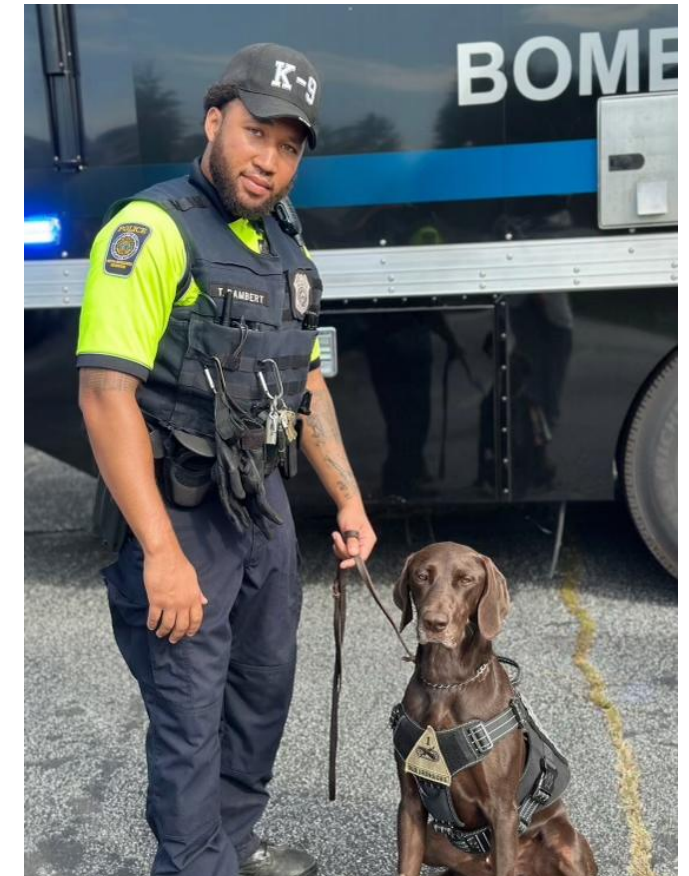
## Safe, Clean, Reliable

MARTA POLICE DEPARTMENT OVERVIEW "MANAGEMENT STATS ONLY"	7 DAY 2025	7 DAY 2024	7 DAY % CHANGE		12/3/25-1/3/26	12/3/24-1/3/25	MTHLY % CHANGE		YTD 2025	YTD 2024	YTD % CHANGE
OFFENSES											
Homicide	0	0	0%		0	0	0%		0	5	-100%
Robbery	1	1	0%		3	1	200%		23	35	-34%
Aggravated Assault	0	2	-100%		4	4	0%		47	64	-27%
Larceny / From Auto	0	0	0%		0	2	-100%		11	14	-21%
Larceny / Other	1	1	0%		7	11	-36%		52	67	-22%
Auto Theft	1	0	100%		2	0	200%		15	23	-35%
Rape (Attempt)	0	0	0%		0	0	0%		2	1	100%
Burglary	0	0	0%		0	0	0%		0	0	0%
TOTAL OFFENSES	3	4	-25%		16	18	-11%		150	209	-28%



# ***MARTA Suspensions/Enforcement UP Significantly!***

	2025 YTD	2024 YTD	% Change
<b>12-hour suspensions</b>	5,608	1,267	343%
<b>365-day suspensions</b>	596	395	51%
<b>Permanent bans</b>	358	167	114%
<b>Arrests</b>	10,362	5,227	98%
<b>Calls for service</b>	152,420	125,317	22%
<b>Reports generated</b>	15,974	9,588	67%



# MPD 2025 Accomplishments

- 2025 TSA Gold Standard Award (17 categories of security and emergency preparedness)
- Real Time Crime Center (RTCC)
- CALEA (The Commission on Accreditation for Law Enforcement Agencies) annual audit completed with no discrepancies
- 2025 SEPP (Security and Emergency Preparedness Plan) approved by GDOT
- New CAD/RMS system for electronic report writing/reporting and tracking (old system was 30 years aged)







## **MPD 2025 accomplishments continued...**

- Full upgrade to Motorola radio Communication system
- Operation Flip the Fleet to restore MPD's aging fleet
- Purchased new EOD truck for state of the art for deployment

# MPD Technology

- FUSUS software
- FLOCK LPR cameras/software
- Drone program
- Solar Trailer Camera upgrades
- Upgrades to MCV to utilize as a redundant EOC if needed



# MPD Training Unit Highlights

- Conducted one full-scale and two TTX exercises
- Prepared 64 new recruits for the police academy (12 to 22 weeks) with zero failures
- Trained 62 MPD officers in Civil Disturbance in preparation for local and world events
- Bike training for 11 officers for Rapid Response Teams
- 160 officers attended Response to Bombing Incident Class
- 152 trained in Prevention of Bombing Incidents Class
- 236 officers and non-sworn trained to carry Narcan
- PCC trained on Crisis Intervention and CPR for Telecommunicators
- All sworn completed required annual In-Service Training and Firearms qualifications
- Specialized 3-day course from the IACP on Front-Line Supervision for all Sergeants and Corporals



# MPD

## Staffing/Recruiting

- Current sworn staffing at ~268
- Successful recruitment trip to Puerto Rico in April 2025
- 32 police recruits attending academy (FT in May)
- Currently 8 new hires awaiting academy
- Fully staffed sworn FTEs with FY26 funding but increased incrementally with additional funding through FY26 with support from leadership to create more FTE sworn positions and additional non-sworn Field Protective Specialist positions
- With leadership support, compensation package is now one of the most competitive in the region
- YOY 52% increase in sworn hires; 43% increase in sworn applications





# World Cup

- UASI TTX/Exercise January 22<sup>nd</sup>
- TSA TTX February 4<sup>th</sup>
- MARTA Internal TTX March 18<sup>th</sup>
- FEMA COA Full Scale exercise March 26<sup>th</sup>
- MARTA Full Scale exercise April 25<sup>th</sup>
- NIMS/IC Training ongoing with internal MARTA personnel
- Regional LE supporting stations during events
- National Transit agencies supporting MARTA
- D/C McKinzie attended DOT FIFA WC Planning Summit
- D/C Davenport attended Civil Disturbance training with GILEE
- Major Zachary and Salters attended APTA Safety and Risk Mgt Seminar
- Major Jackson attended UITP workshop on public transportation for large events

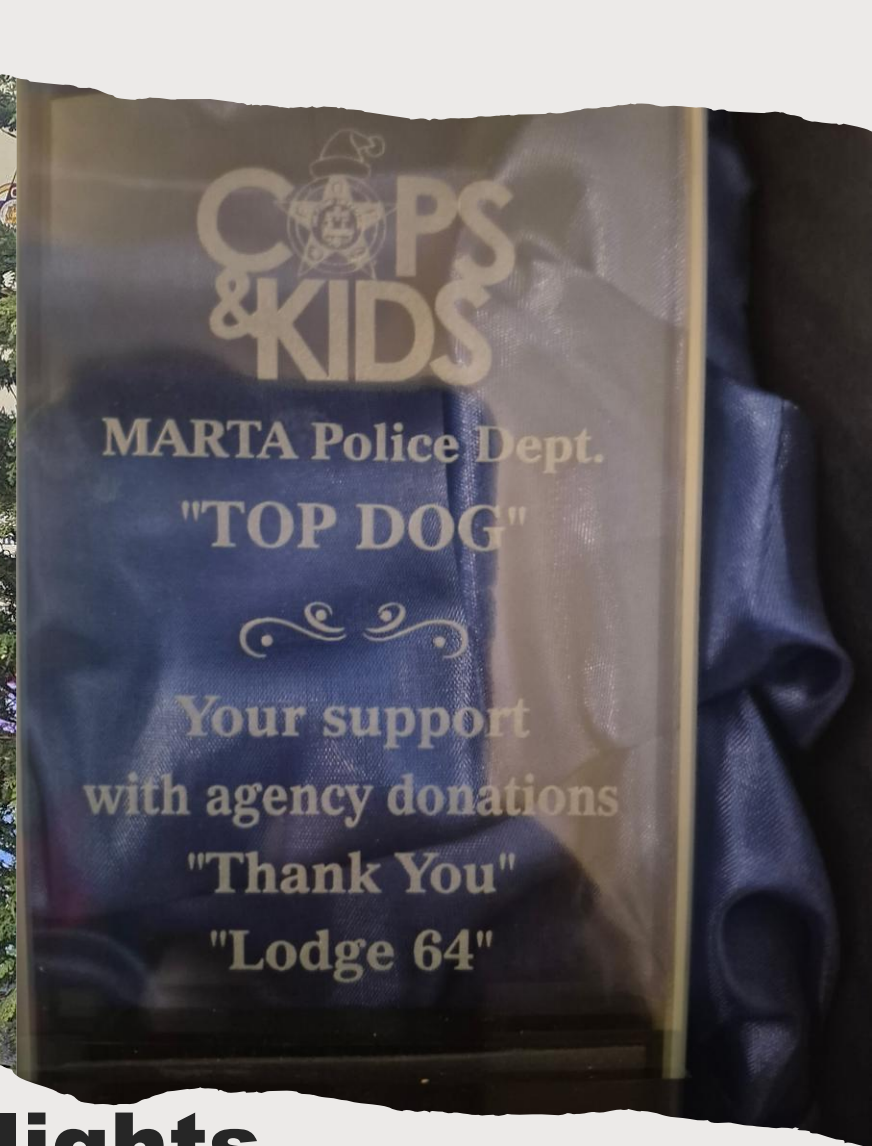


# Community Engagement Highlights

- Multiple National Night Out events across multiple jurisdictions
- Save Our Youth Summit
- Touch a Truck events across multiple jurisdictions
- EPU Preparedness Festival – Sept
- MPD Annual Fall Festival – Nov
- Cop & Kids Christmas Event – Dec
- Multiple career days at local schools
- Multiple Coffee/Coke/Ice Cream with a Cop events
- Coat giveaways





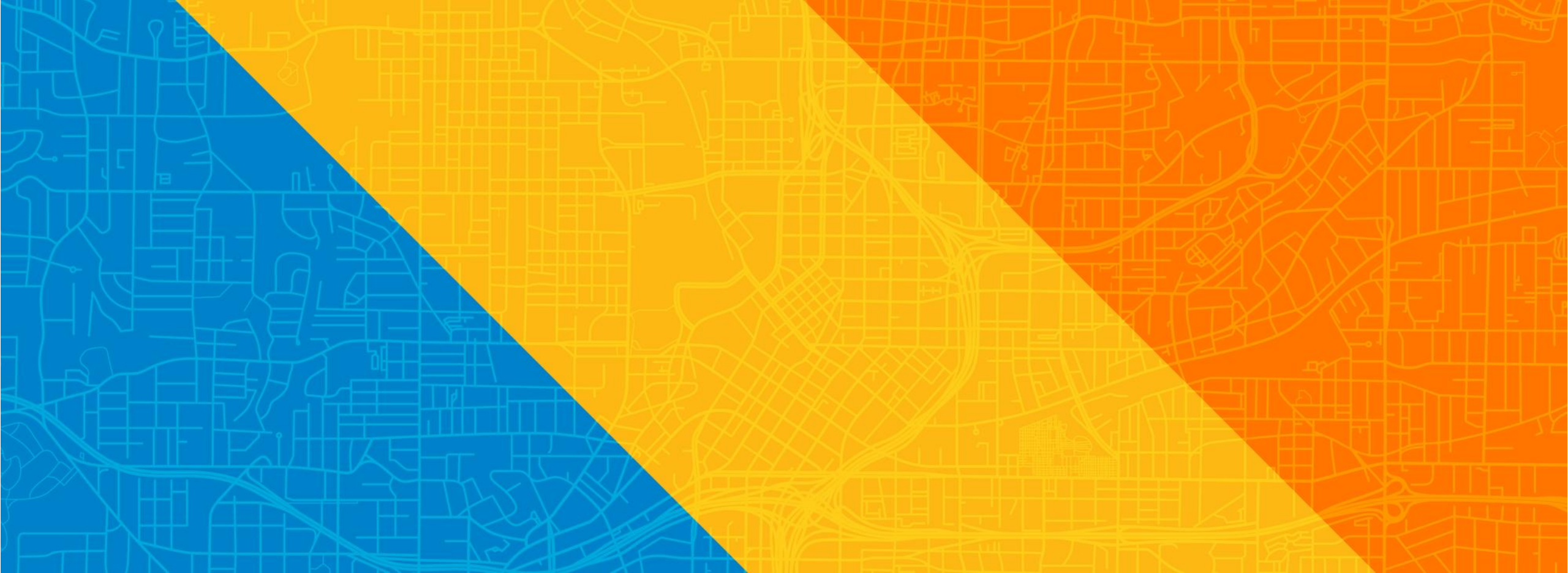


## Community Engagement Highlights





## Community Engagement Highlights



Thank You







MARTA World Cup Updates

Board of Directors Meeting  
January 08, 2026

**Jon Gordon**  
Director of Customer Engagement

# FWC26 Event Overview



## WC26 Overview

- **Host Nations:**
  - USA, Mexico, and Canada
  - 16 Host Cities
  - 48 Teams
  - 104 Matches between June 11th through July 19th
- **Match Day:**
  - Expects crowds 3 hours prior to match start time.
  - 90-minute matches with 15-min halftime.
  - Assume 2-hour match time, excluding celebrations afterward.
  - Fanfest at Centennial Olympic Park



**FULL SCHEDULE**  
Mercedes-Benz STADIUM

**SPAIN VS CABO VERDE**  
JUNE 15 | 12:00 PM

**PLAY-OFF D WINNER VS SOUTH AFRICA**  
JUNE 18 | 12:00 PM

**SPAIN VS SAUDI ARABIA**  
JUNE 21 | 12:00 PM

**MOROCCO VS HAITI**  
JUNE 24 | 6:00 PM

**PLAY-OFF 1 WINNER VS UZBEKISTAN**  
JUNE 27 | 7:30 PM

**KNOCKOUT ROUND OF 32**  
JULY 1 | 12:00 PM

**KNOCKOUT ROUND OF 16**  
JULY 7 | 12:00 PM

**SEMI-FINAL**  
JULY 15 | 3:00 PM

**FIFA 26 ATLANTA**



## Additional Events and Activities

- **Non-Match Day:**
  - **Fanfest activations (Centennial Olympic Park)**
- **Other Atlanta Metro Activities:**
  - **AJC Peachtree Road Race** (July 4<sup>th</sup>)
  - **State Farm Arena:** Concert Series and world-class hospitality and experiences.
  - **City of Decatur:** Decatur Square Watch Fest - 34 days of Soccer + Music (June 11<sup>th</sup> – July 19<sup>th</sup>).
  - **City of Dunwoody:** Watch Party



# Group Match

# Fan Profiles

Country/Group	Transit Probability	Key Logistical Probability	Rivalry Intensity
Spain, Denmark, Ireland, Morocco	High	<b>Maximum Rail Capacity/Frequency.</b> Require multi-lingual signage (Spanish); high non-game-day use.	Low
Saudi Arabia	Medium	<b>Security/Comfort Priority.</b> Use MARTA for peak game-day only; capacity management for large groups.	Low
Haiti, Jamaica	Medium to High	<b>Bus Network Integration.</b> Heavy reliance on feeder routes from diaspora communities to rail lines.	Low
Uzbekistan, Czechia, North Macedonia	Medium	<b>Cost/Clarity Driven.</b> Fans comfortable with transit; require simple, cost-effective system access.	Low
South Africa	Medium to Low	<b>Security Critical.</b> Wary of less robust transit; high visibility security required to prevent rideshare shift.	Low
Cabo Verde, Congo DR, New Caledonia	Medium	<b>Budget-Conscious.</b> Logistics focused on basic service and clear routing.	Low

# FWC26 Planning



# FWC26 Committee Meetings

## Internal

- Capital Programs
- Customer & Employee Experience
- External Affairs
- Legal & Procurement
- Maintenance Operations
- Safety & Security
- Technology & Revenue Operations
- Transportation & Service Planning
- Real Estate & Parking
- World Cup Wayfinding

## External

- All-Agency Public Safety Planning Meeting
  - Public Safety Executive Tabletop Exercise.
- All Host Transit Agency Coordination Meeting (monthly)
- Atlanta FIFA Environmental Working Group
- Beautification Subcommittee (monthly)
- Emergency Preparedness & Consequence Mgmt. Committee
- Environmental Plan – Annual Report Meeting
- Fulton County Cities World Cup Planning Meeting
- Host City Committee Meeting (monthly)
- MARTA World Cup Communications and Outreach Plan
- Special Events Traffic Meeting (monthly)
- USDOT World Cup Summit

## Services & Support

Building a flexible strategy to manage increased ridership, with emphasis on peak-hour coverage and dependable service for transit-reliant patrons

- **System-Wide Coverage**
- **Dedicated Support Teams**
- **Essential Hours**
- **Additional service plans for late-night/early-morning shifts**



# Ambassador & Volunteer Mobilization Strategy

MARTA's Ambassador Program for Enhanced On-the-Ground Support

- **Internal Core:** MARTA Employees & MARTA Retirees.
- **Partnership:** Request for 50 FIFA Volunteers.
- **Industry Expertise:** Transit-related organizations.
- **Future Leaders:** Youth Ambassadors



# Comprehensive Training Program

- **Customer Experience – “Travel Assurance”.**
- **System Changes** - Education on modifications
  - Better Breeze, MARTA mobile apps, wayfinding, and more.
- **Local Knowledge Updates:** Key Points of Interest (POIs), hotel name changes, stadium access protocols, and official event zones.
- **Route/Service Navigation:** Specialized instruction for **station-specific bus routes/reroutes** and rail transfer connections.





# Marketing & Communications

## LET MARTA DRIVE! “Welcome to Atlanta - Let MARTA Drive”

**Campaign Objective:** Position MARTA as the premier transportation partner for the event, communicating safe, clean, reliable transit options, and encouraging visitors to use and ride MARTA

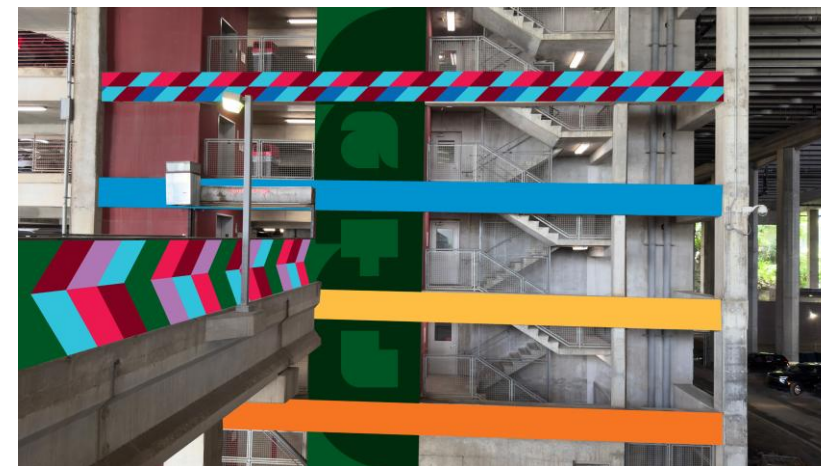
### Key Strategies & Tactics:

1. Custom Branding & Wayfinding
2. Digital, Social & Content
3. Earned Media & PR
4. Partnerships & Promotions
5. Experiential & Engagement
6. Advertising & Outreach

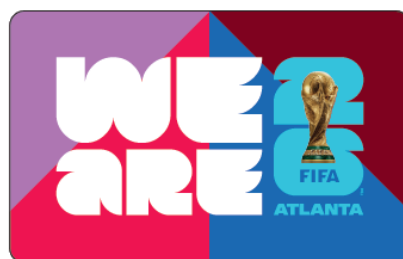


# WC26 Wayfinding

Sampling of WC26 Wayfinding Signage Concepts



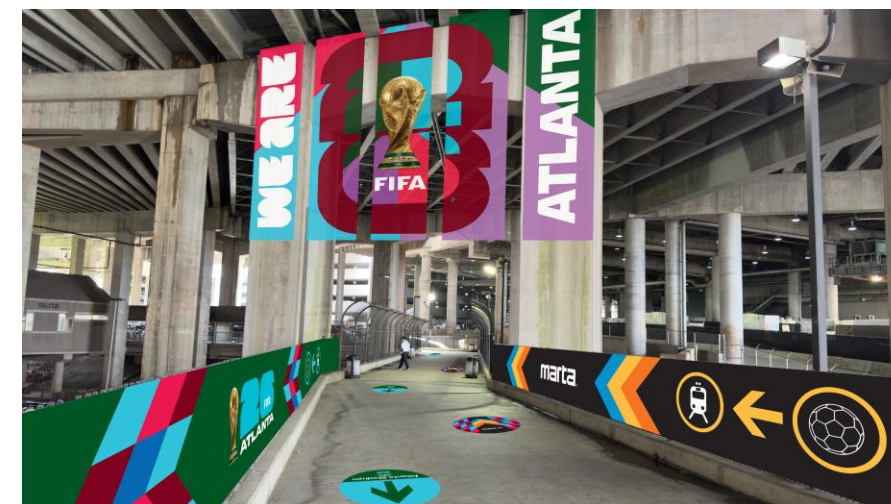
## WC26 - Branding & Wayfinding Design Concepts Under Review



3.375x2.125 art - Breeze - World Cup v25b.ai



3.375x2.125 art - Breeze - World Cup v25c.ai



# Operational Service Strategies

➤ **Rail Service:**

- MARTA Rail frequency.
- The Bankhead shuttle.

➤ **Bus Service:**

- Bus Operations reroutes.
- Bus Operations contingency.

➤ **Mobility Service:**

- Mobility Services is prepared to provide temporary ADA eligibility (21-day visitor status or presumptive eligibility up to 6 months) for guests with existing certifications in their home jurisdictions



# FWC26 Readiness



# Major Projects & Upgrades

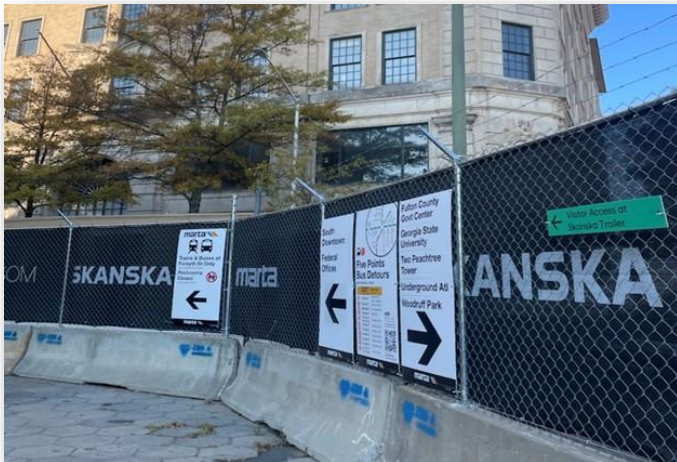
- Better Breeze
- CQ400 Railcars
- NextGen Bus Network
- SEC District Renaming
- Rail Station Phone Upgrades
- Station Rehabilitation:
  - Airport
  - SEC District
  - Vine City
  - Five Points
  - Peachtree Center
- Garnett
- Indian Creek
- Five Points Station Transformation
- Five Points Beautification





## Five Points Exterior Beautification

- **Public-Facing Mural Installation:** Installation of a perimeter fence wrap featuring an "**Atlanta**" themed mural.
- **Artist Commission:** Mural design and execution to be performed by the Atlanta Falcons/United in-house muralist, Vera Zeigler.
- **Infrastructure Aesthetic Upgrade:** Painting of concrete and plastic barrier walls to enhance site aesthetics



# Safety & Security

**Proactive Safety Culture:** "Safe By Choice, Not by Chance"

**Station Readiness:** AED (Automated External Defibrillators) cabinets.

**Rapid Medical Response:** Emergency medical teams.

**Collaborative Security Excellence:** MARTA PD advanced joint-agency training.

**Integrated Monitoring & Preparedness:** Surveillance capabilities.

**Elite Digital Resilience:** MARTA Cyber Security has implemented advanced analytics to defend against complex cyber-attacks.







Thank You

