



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 April 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:

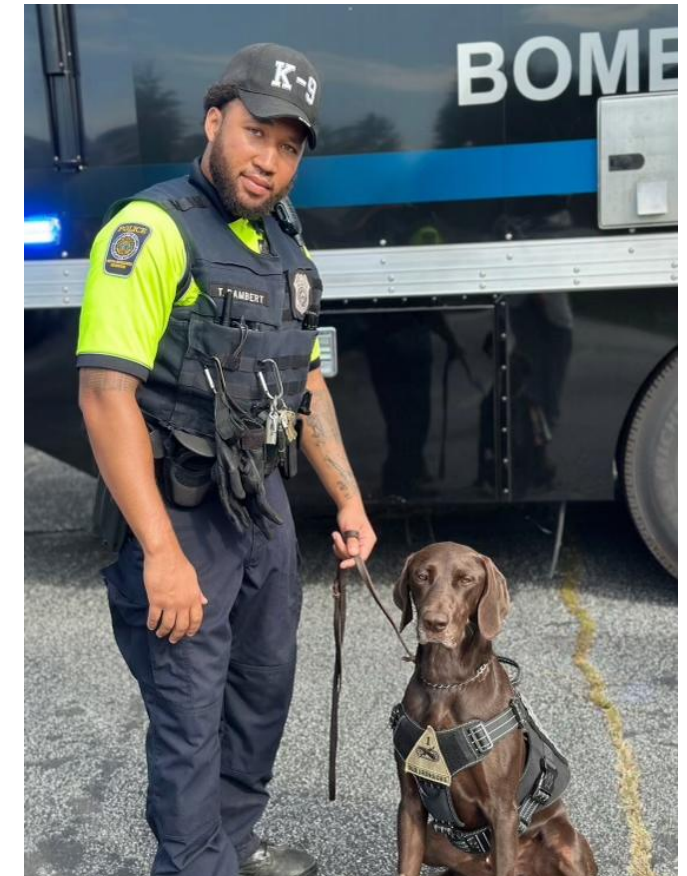
- Zero Homicides compared to 5!
- Aggravated Assaults down 27%
- Robbery down 34%
- Auto Theft down 35%
- Theft down 22%
- Overall crime down 28%

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
12-hour suspensions	5,608	1,267	343%
365-day suspensions	596	395	51%
Permanent bans	358	167	114%
Arrests	10,362	5,227	98%
Calls for service	152,420	125,317	22%
Reports generated	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





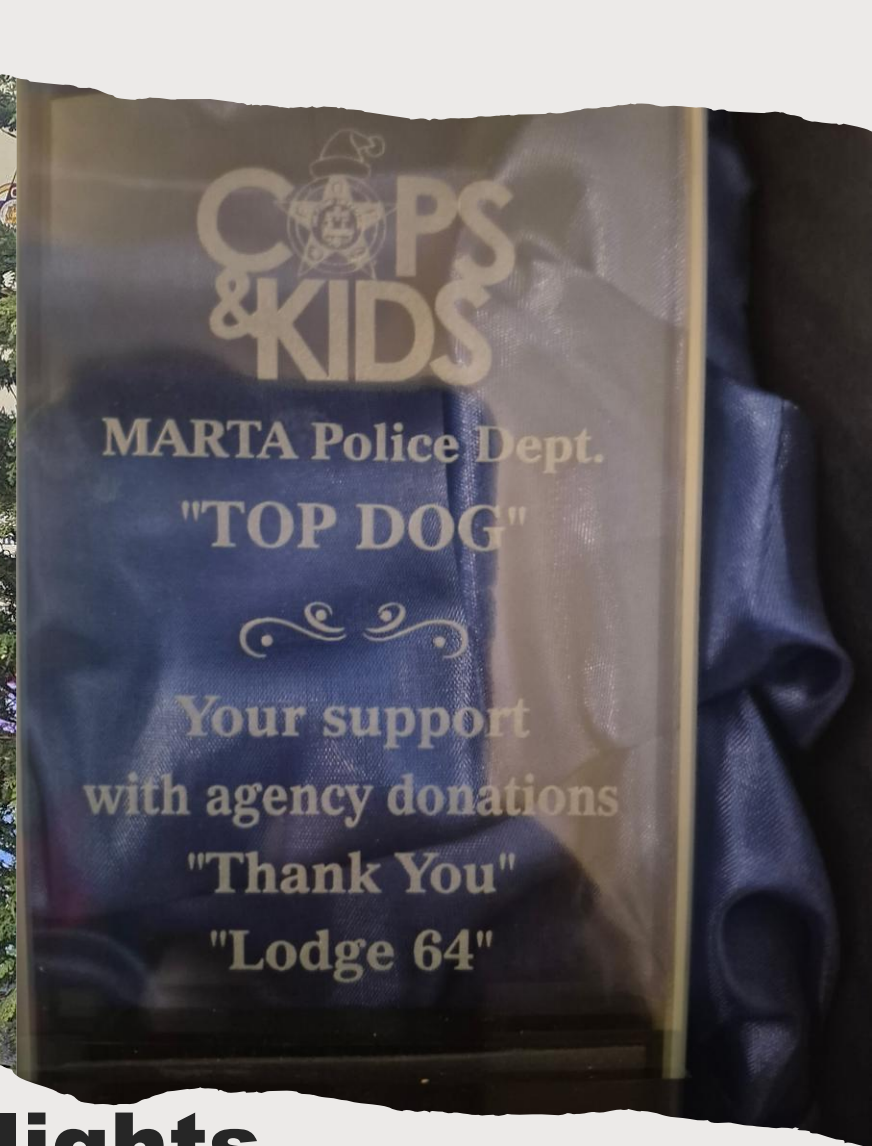
World Cup

- UASI TTX/Exercise January 22nd
- TSA TTX February 4th
- MARTA Internal TTX March 18th
- FEMA COA Full Scale exercise March 26th
- MARTA Full Scale exercise April 25th
- 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

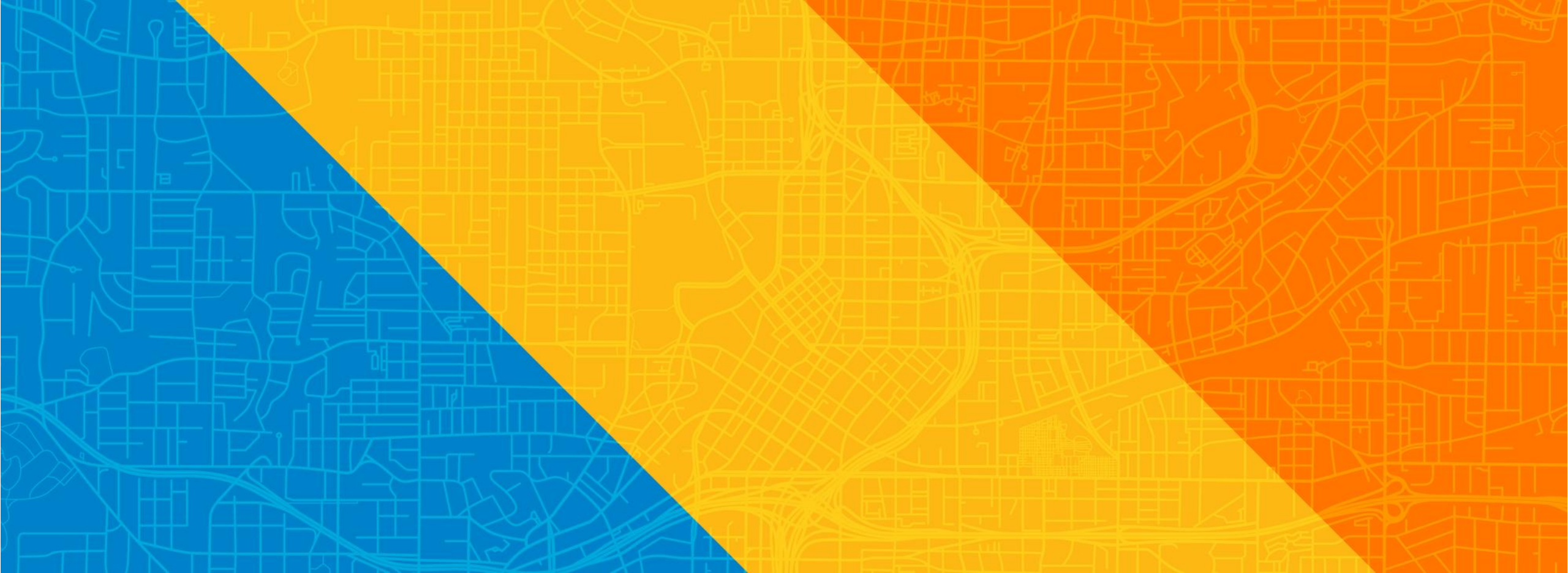




Community Engagement Highlights



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



Additional Events and Activities

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



Group Match

Fan Profiles

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

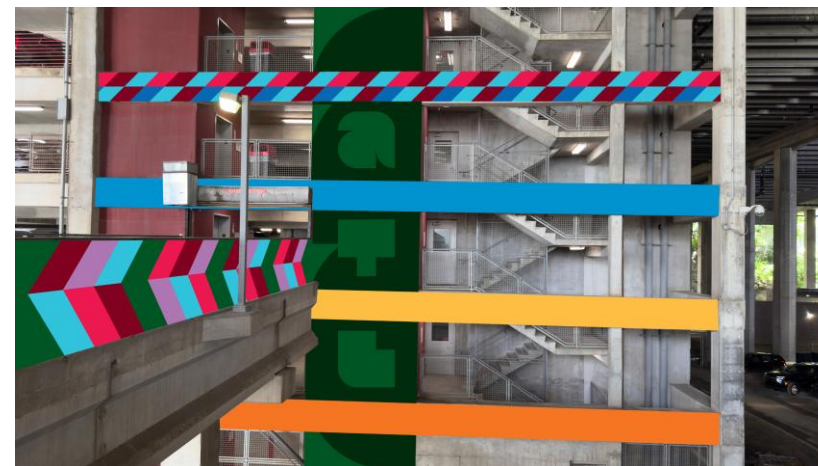
Key Strategies & Tactics:

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

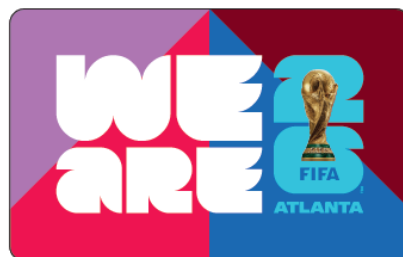


WC26 Wayfinding

Sampling of WC26 Wayfinding Signage Concepts



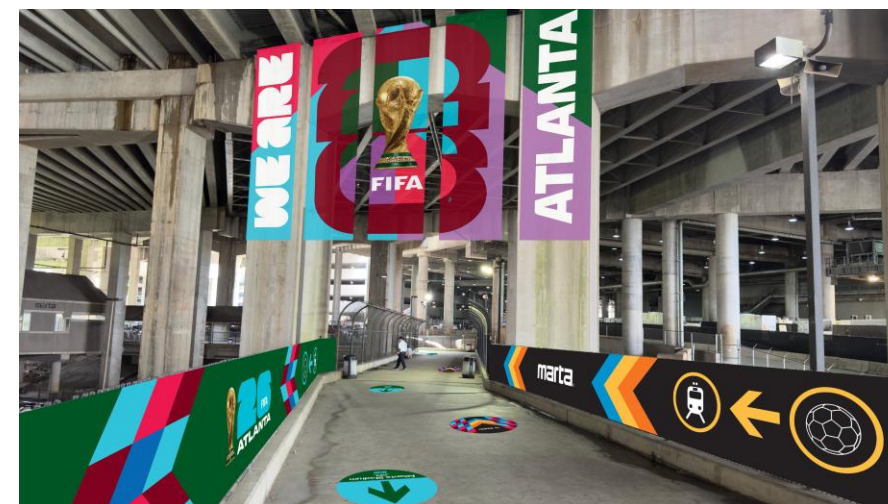
WC26 - Branding & Wayfinding Design Concepts Under Review



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



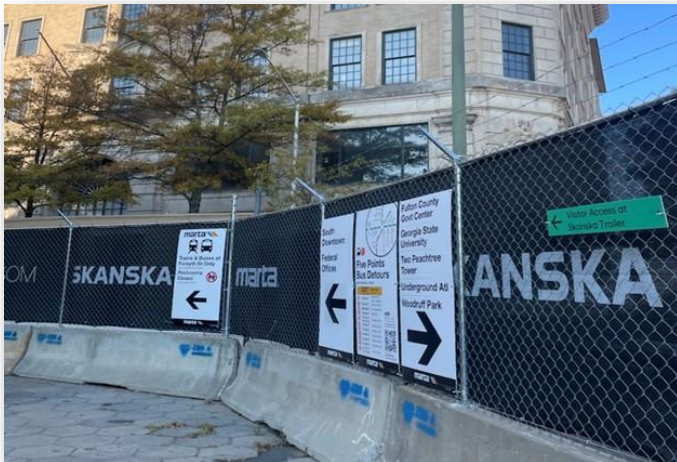
Major Projects & Upgrades

- 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

