



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

BOARD WORK SESSION

THURSDAY, MARCH 12, 2026

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Chair Jennifer Ide called the meeting to order at 12:02 P.M.

Board Members Present:

Al Pond
Roderick Frierson
Freda Hardage
Kathryn Powers
Valencia Williamson
Jennifer Ide
Sagirah Jones
Elizabeth Bolton-Harris
Ryan Loke
Sarah Galica
Shayna Pollock
DeVon Hudson

Board Members Absent:

Russell McMurry
Jacob Tzegaegbe
Jannine Miller

Staff Members Present:

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

Also in Attendance: Peter Croftom, Paula Nash, Jacqueline Holland, Phyllis Bryant, Tyrene Huff, Kenya Hammond

2. CHAIR'S REPORT

Work Session Meeting Minutes

Approval of February 12, 2026, Work Session meeting minutes. On a motion by Board Member Hardage, seconded by Board Member Galica, the motion passed by a vote of 11 to 0 with 11 members present.

3. GM/CEO REPORT

MARTA Monthly Significant Initiatives Updates

- Better Breeze
- CQ400
- NextGen Bus Network
- Summerhill RAPID A-Line

FIFA World Cup Planning Update

FIFA World Cup Marketing Update

4. EXECUTIVE SESSION

Litigation

Personnel

5. OTHER MATTERS

None

6. ADJOURNMENT

The Work Session meeting adjourned at 1:29 P.M.

YouTube link: <https://youtube.com/live/MSmaohaeilA>

FWC26 Planning



FWC26 Meetings

External

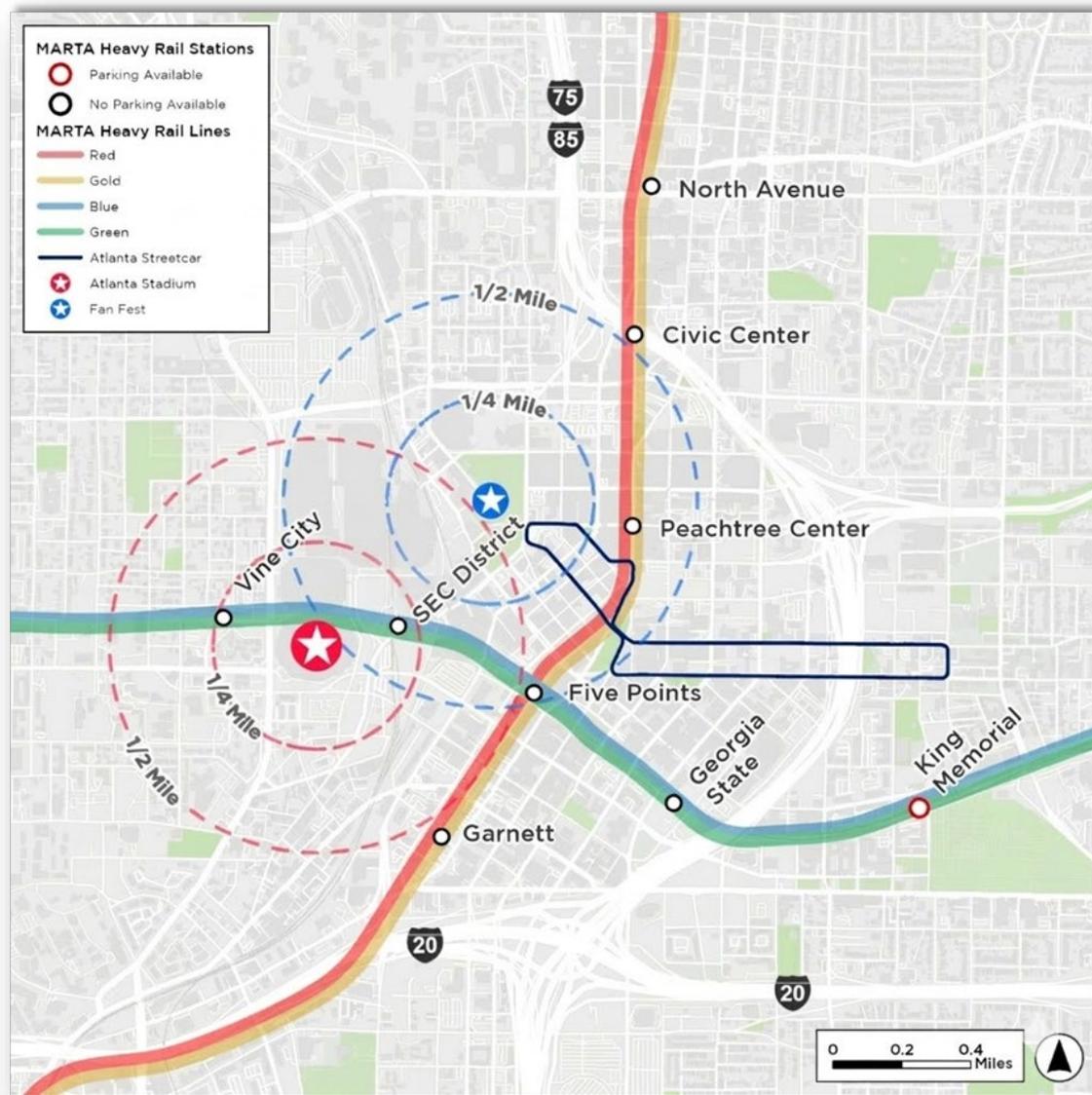
- 95 Days to go Media Briefing.
- All Agency Public Safety Committee
- Atlanta FWC26 City Operations Workshop.
- Atlanta Host City Committee.
- Atlanta Environmental Committee.
- All Host Transit Agency Coordination.
- FIFA World Cup Mobility Plan Stakeholder.
- Host Committee Volunteer Training.

Internal

- FWC26 Committee Meeting.
- Mandatory Tabletop Exercise.



Operational Service & Support Strategies



Operational Service & Support Strategies

- **Rail Service:**
 - MARTA will increase frequency to 5-minute headways for matches and fanfests.
- **Bus Service:**
 - Bus Operations will stage a 30-bus (minimum) rapid-response fleet.
- **Mobility Service:**
 - Mobility Services is prepared to provide temporary ADA eligibility.
- **StreetCar**
 - Frequency will be 15-minute headways for matches and fanfest.
- **Transit Ambassador Support:**
 - Up to 12 hours on Match Day and Non-Match Day deployment.
 - Volunteer commitments:
 - Retirees, private industry groups, WTS, COMTO, Boys & Girls Club, and other civic organizations.



FWC26 Readiness



Five Points Beautification

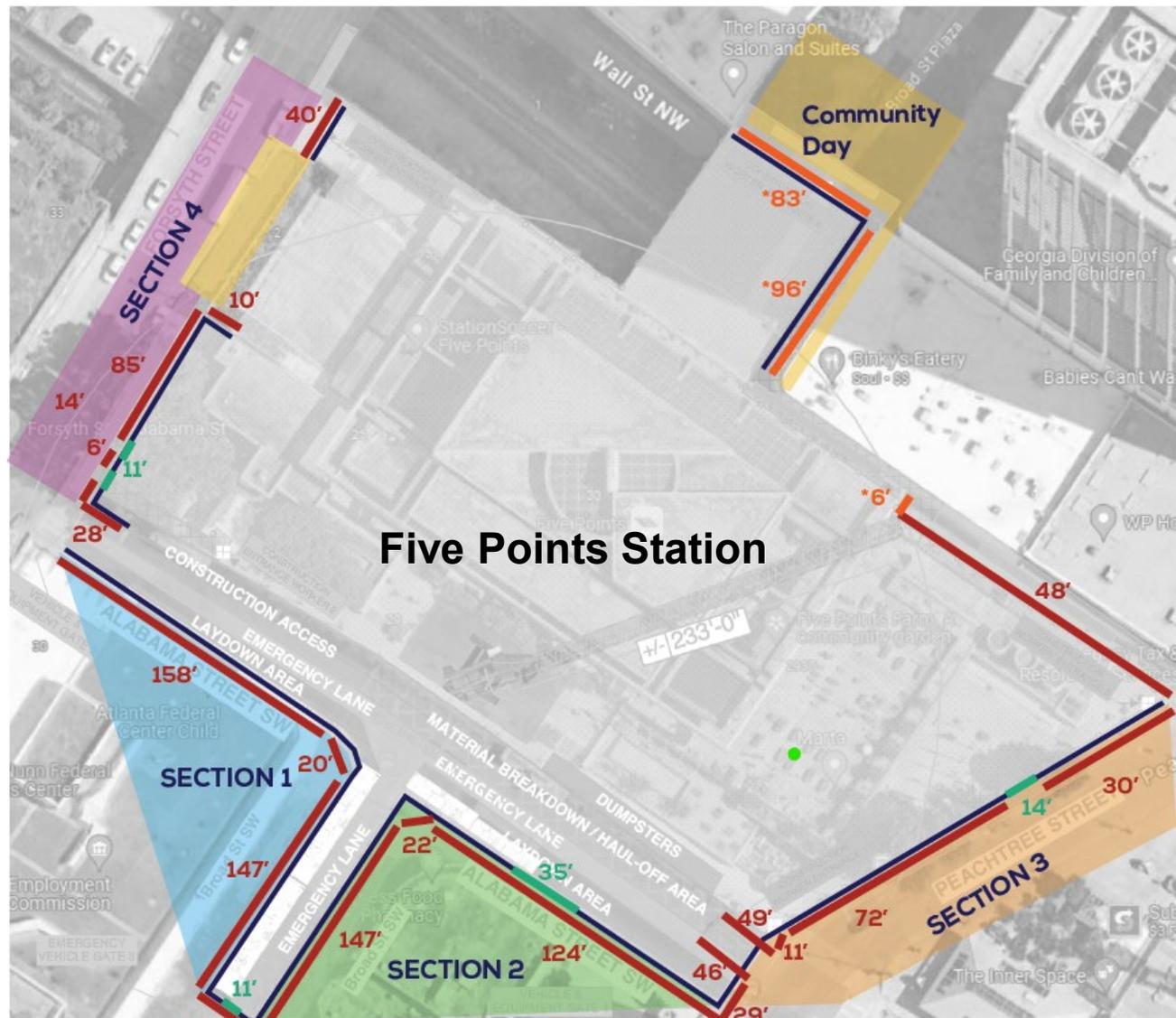
Phase 2 – Onsite Mural Timeline

SECTION 1 Alabama St - Broad St
March 23rd - 28th

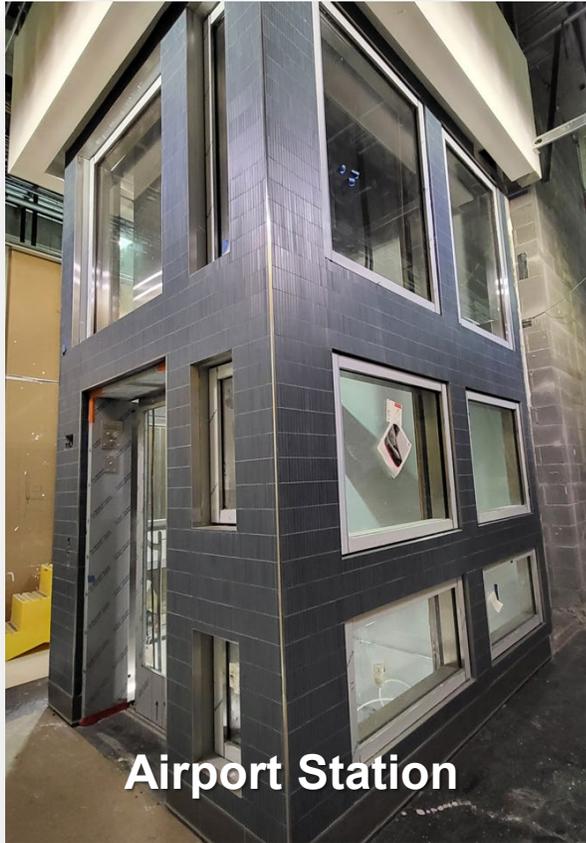
SECTION 2 Broad St - Alabama St
March 30th - April -4th

SECTION 3 Peachtree Street
April 6th- 11th

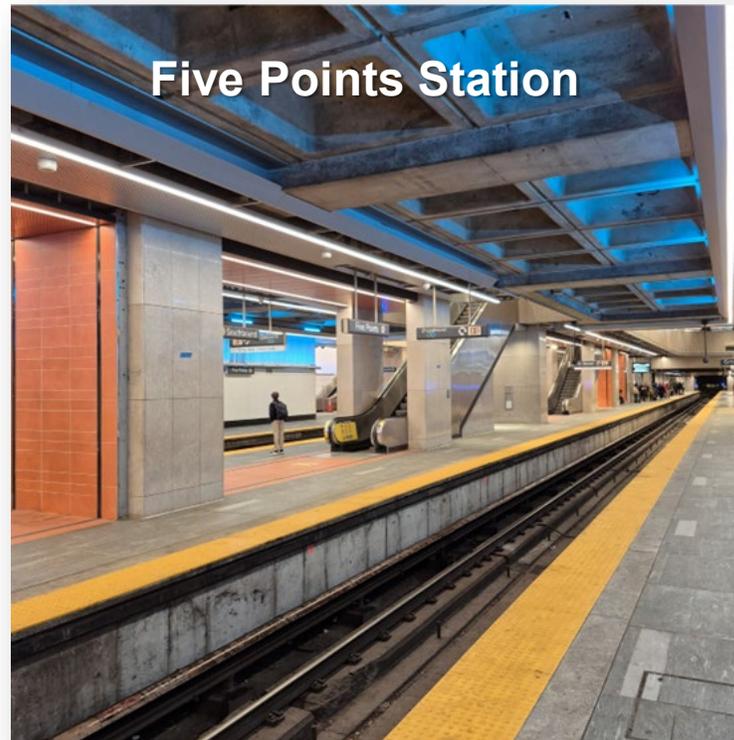
SECTION 4 Forsyth Street
April 13th - 17th



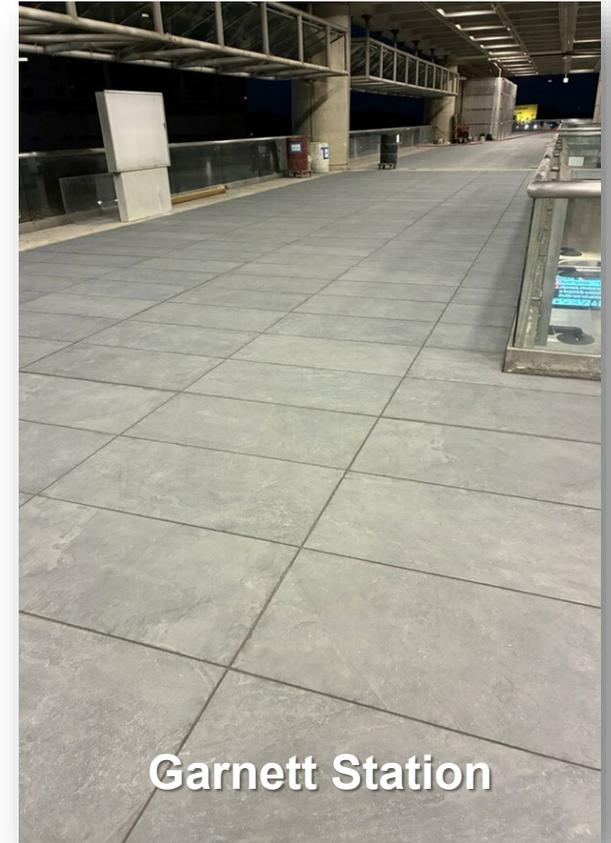
Capital Preparedness



Airport Station

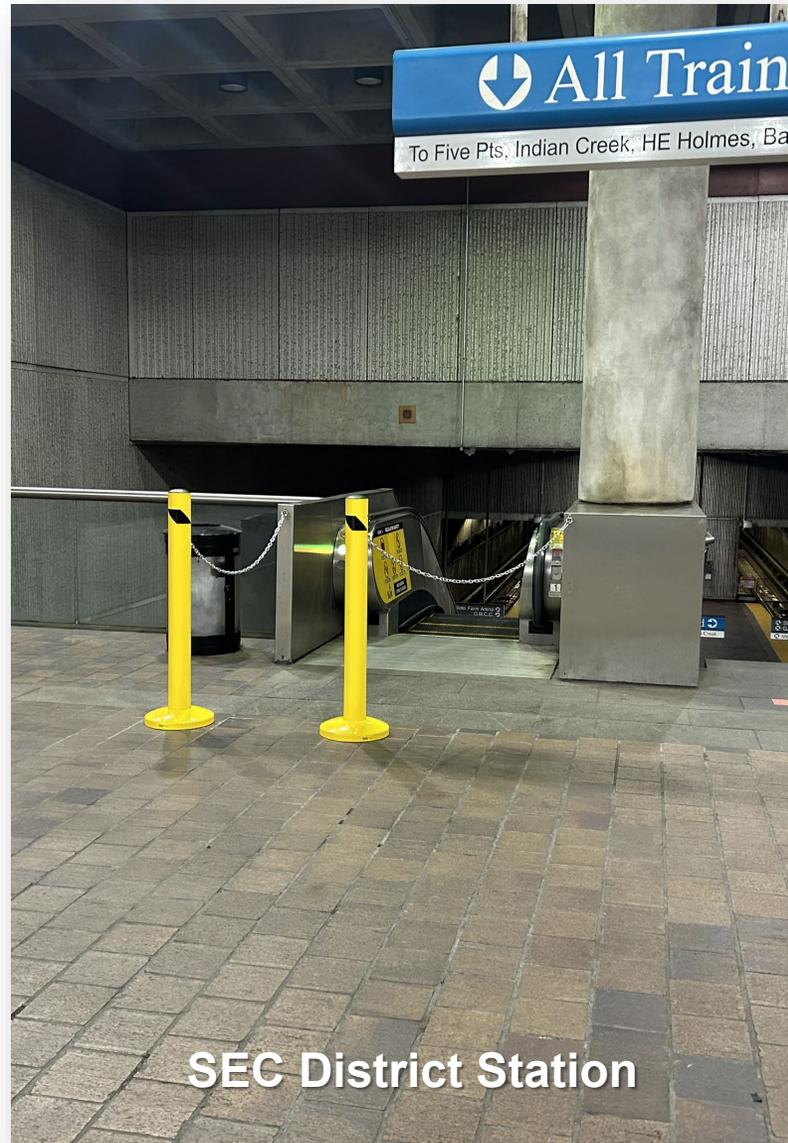


Five Points Station



Garnett Station

Escalator Metering



SEC District Station



Temporary World Cup Wayfinding

Phase	Milestone	Target Completion
Design	Layout Finalization & Executive Approval	Early April
Production	Rapid Manufacturing & Signage Fabrication	April
Deployment	System-Wide Installation Start	Early May





Thank You





**WORK SESSION OF THE BOARD OF DIRECTORS
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

THURSDAY, MARCH 12, 2026

ATLANTA, GEORGIA

12:00 P.M.

AGENDA

- **Report from the Chair**
 - Approval of the February 12, 2026, Work Session Meeting Minutes
- **Report from the Interim General Manager/CEO**
 - MARTA Monthly Significant Initiatives Updates
 - Better Breeze
 - CQ400
 - NextGen Bus Network
 - Summerhill RAPID A-Line
 - FIFA World Cup Planning Update
 - FIFA World Cup Marketing Update
- **Executive Session [if needed for one or more of the following]**
 - Real Estate
 - Litigation
 - Personnel Matter
- **Other Matters**
- **Adjournment**

Countdown to FIFA World Cup 2026

Marketing & Sales Update – March 12, 2026

Chinnette Cannida, Sr. Director of Marketing & Sales



Less traffic. More soccer.

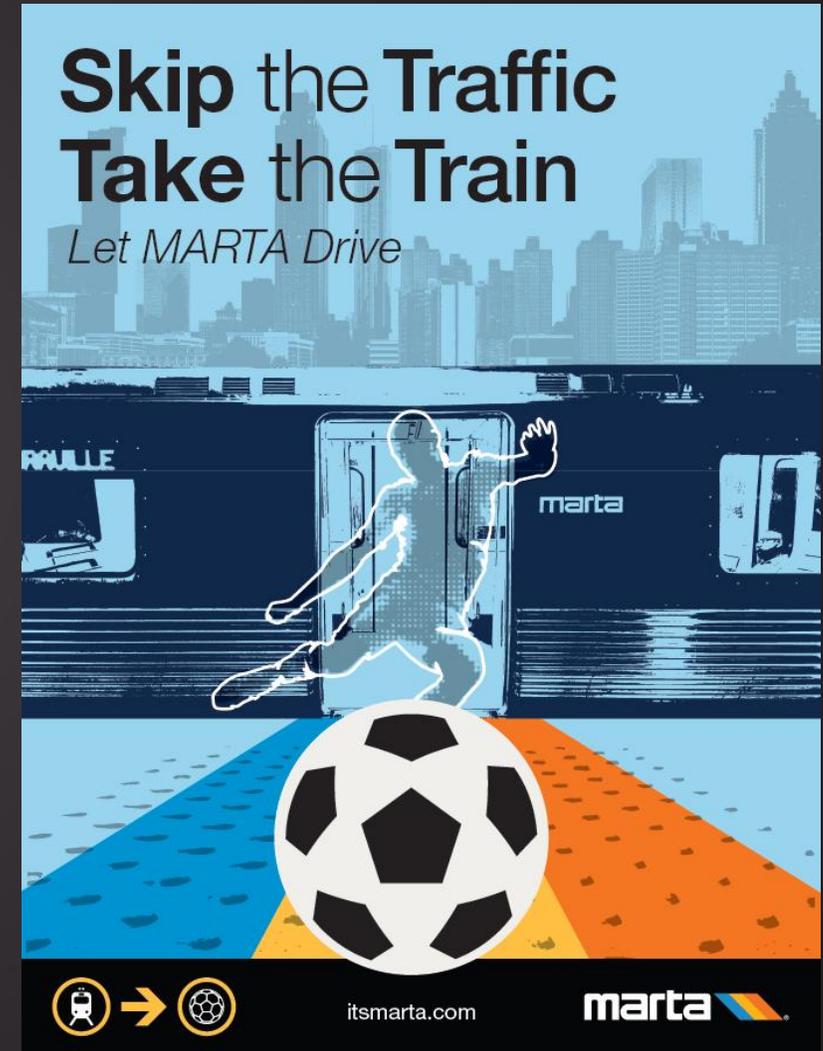


Let MARTA Drive



Agenda – Counting Down to the FIFA World Cup

- Why the FIFA World Cup Matters to MARTA
- Campaign Objectives & Messaging Strategy
- Custom Branding & Wayfinding/Beautification
- How We'll Help Fans Navigate the City:
 - Earned Media & Social Media
 - Digital, Social & Content
 - Partnerships & Promotions
 - Experiential & Engagement
 - Paid Advertising
- Revenue-Generating Opportunities



Why the FIFA World Cup Matters to MARTA

The World Will Experience Atlanta Through MARTA

- Welcoming hundreds of thousands of global visitors to Atlanta
- Positioning MARTA as the safe, clean, and reliable way to move around the city
- Connecting fans to matches, hotels, festivals, and attractions

For many visitors, MARTA will be their first experience of Atlanta.



“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 residents and visitors to **LET MARTA DRIVE!**

Key Strategies:

- 1. Increase awareness** of MARTA service, fare payment options, and system features
- 2. Highlight the safety, affordability, and convenience** of using MARTA for transportation to World Cup matches, FIFA-sanctioned events, and tourist attractions.
- 3. Drive ridership and positive brand perception** among locals and international visitors during and beyond the World Cup.

Creating the World Cup Experience

Helping riders “feel” the World Cup the moment visitors step off the plane and as they navigate the city.



FIFA

TM

ATLANTA

Custom Limited-Edition Breeze Cards



Front - Breeze - World Cup v25c.ai



Front - Breeze - World Cup v11c.ai



Back - v25 CMYK FIFA.ai

100K Cards
Produced &
Available in Ticket
Vending Machines

Transit Ambassador Soccer Kit



White – Match Day



Black – No Match Day

Soccer-Themed Promotional Items



Misting Fan



Magnet



Hacky Sack Kick Ball



Water bottle w/ Bluetooth Speaker

Wayfinding/Beautification Strategy

Purpose

- Help riders easily navigate MARTA stations during high visitor traffic
- Guide passengers to stadiums, fan events, and key destinations
- Improve overall rider experience during the Tournament

Program Features

- Clear directional signage guiding riders to entrances, platforms, and transfers
- Station branding and banners to create a consistent World Cup experience
- Floor decals, wall graphics, and platform messaging to guide passenger flow

Tiered Station Approach

- **Tier I Stations** – Direct access to Atlanta Stadium and Fan Fest
Airport • Five Points • Vine City • Peachtree Center • Garnett • Arts Center • SEC District
- **Tier II Stations** – Key hotel corridors, end-of-line stations, and major bus connections
College Park • Midtown • Buckhead • Decatur • Doraville • Dunwoody • HE Holmes • Indian Creek • Lenox • Lindbergh • North Springs • Bankhead

Atlanta Airport Arrivals Domination



Floor Decals



Floor Decals - Op2

Custom Maps - Tier 1 Stations



21x22 Rail Card - World Cup 26



SEC District Station Exterior Wayfinding & Beautification



WE ARE

2026
FIFA

ATLANTA

2026
FIFA
ATLANTA

marta



SEC District Station Exterior Wayfinding & Beautification



 Elevator →

WE
ARE
205
ATLANTA

Peachtree Center Station - Wayfinding & Beautification



Peachtree Center Station - Wayfinding & Beautification



Peachtree Center Station - Wayfinding & Beautification



Peachtree Center Station - Wayfinding & Beautification

Helping Fans Navigate the City

Paid media tactics to help drive trip
planning & ridership



FIFA

TM

ATLANTA

Tactics – Est. Reach – ~300M Impressions

- Digital Display
- Streaming TV ads & editorial
- Streaming Audio
 - Pandora, Spotify
- Targeted Display
 - Gray Media websites & apps
 - External sites & apps
- Paid Social Media
 - Meta (Facebook, Instagram)
 - YouTube
- Out-of-Home – Digital Billboards
- Transit Advertisements (buses, trains, stations)
- Newspaper & Magazine - print & digital
- Email



Target Audiences

Local Residents

Information on riding MARTA, service updates, and the convenience of using transit during the World Cup.

International Visitors

Fans traveling to Atlanta for matches featuring teams including **Spain, South Africa, Morocco, Saudi Arabia, Cabo Verde, Haiti, and Uzbekistan** who need **simple transit options** to get around the city.

Soccer Fans

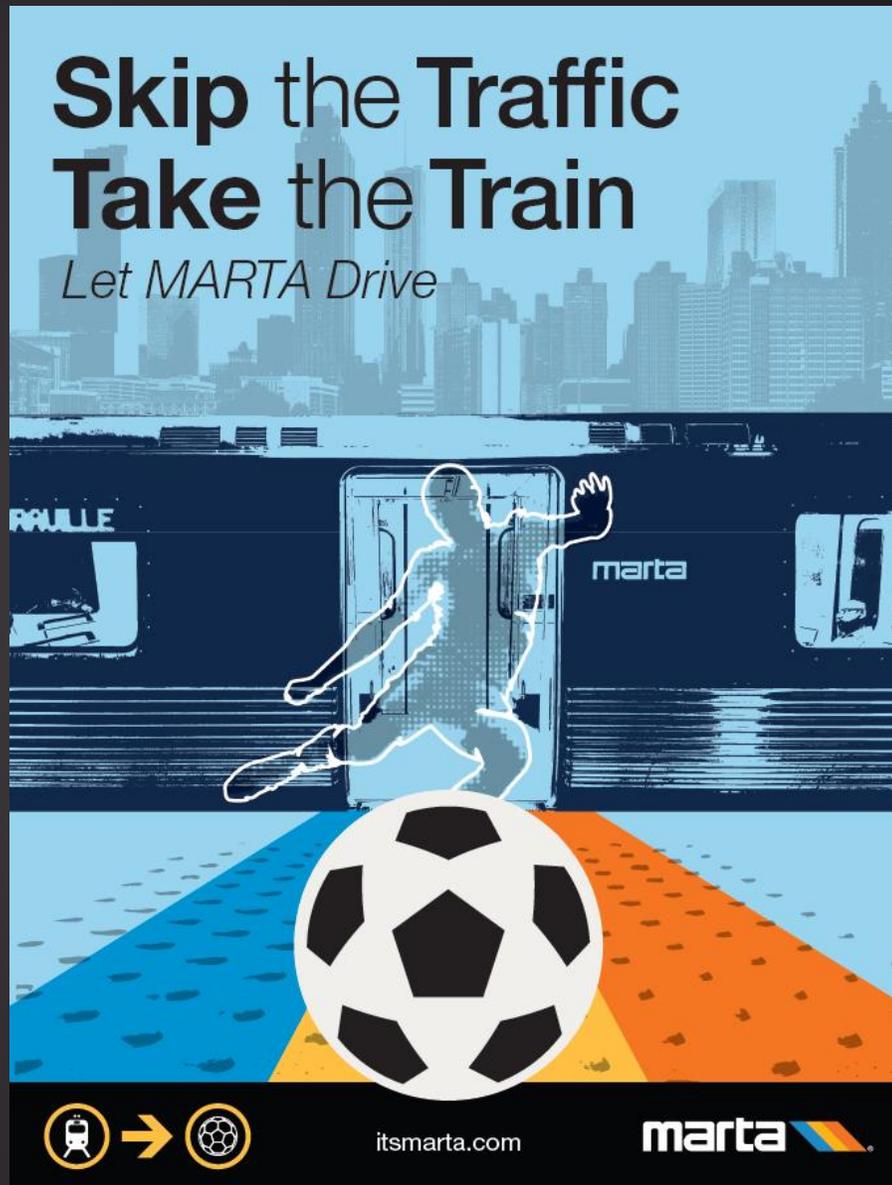
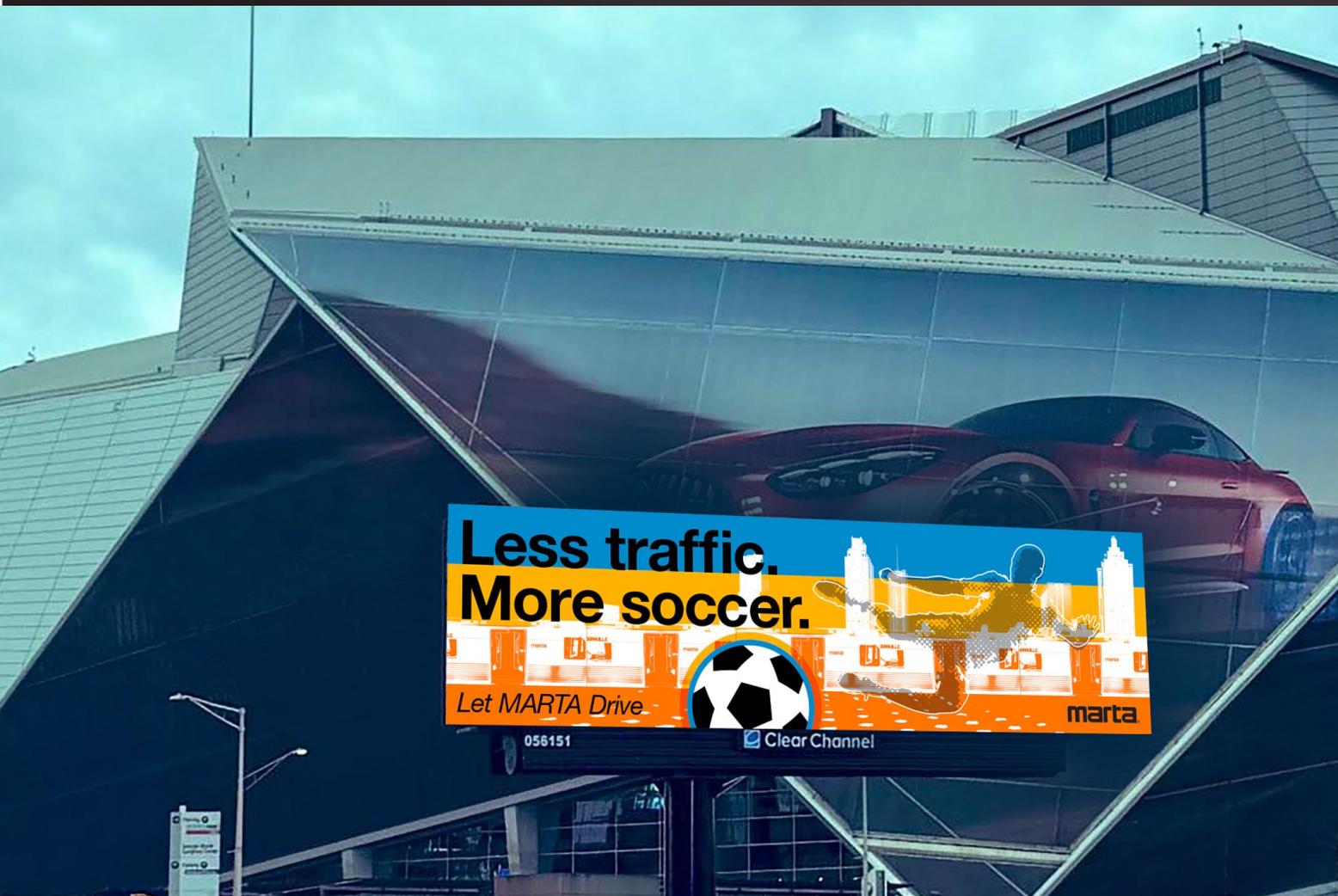
Local and visiting supporters attending matches, fan festivals, and related events who need **reliable transportation to stadiums and key destinations**.

Experience Seekers

Visitors and residents who want to enjoy the energy of the World Cup across Atlanta, even if they aren't attending matches.

Paid Advertising Creative

BELOW: Billboard concept (not final), RIGHT: Atlanta Magazine ad



Dedicated Landing Page

Launch date/100 Day Countdown: Thursday, March 12, 2026

<https://itsmarta.com/worldcup26.aspx>

Less traffic. More soccer.

marta

marta

marta

- Food & Bar Crawl
- History Tour
- Music Venues
- Outdoor Escapes
- Sights Worth Seeing
- MARTA Market
- Station Soccer
- Calendar of Events

Let MARTA Drive You to the FIFA World Cup 2026™

Your Official Transit Guide for FIFA World Cup Matches in Atlanta

Atlanta is proud to host eight matches of the FIFA World Cup 2026™, all at Atlanta Stadium. Whether you're arriving from across the globe or heading downtown from your neighborhood, let MARTA drive you to all the action.

Skip traffic. Avoid parking. Let MARTA drive.

World Cup Matches in Atlanta

All matches will be played at Atlanta Stadium.

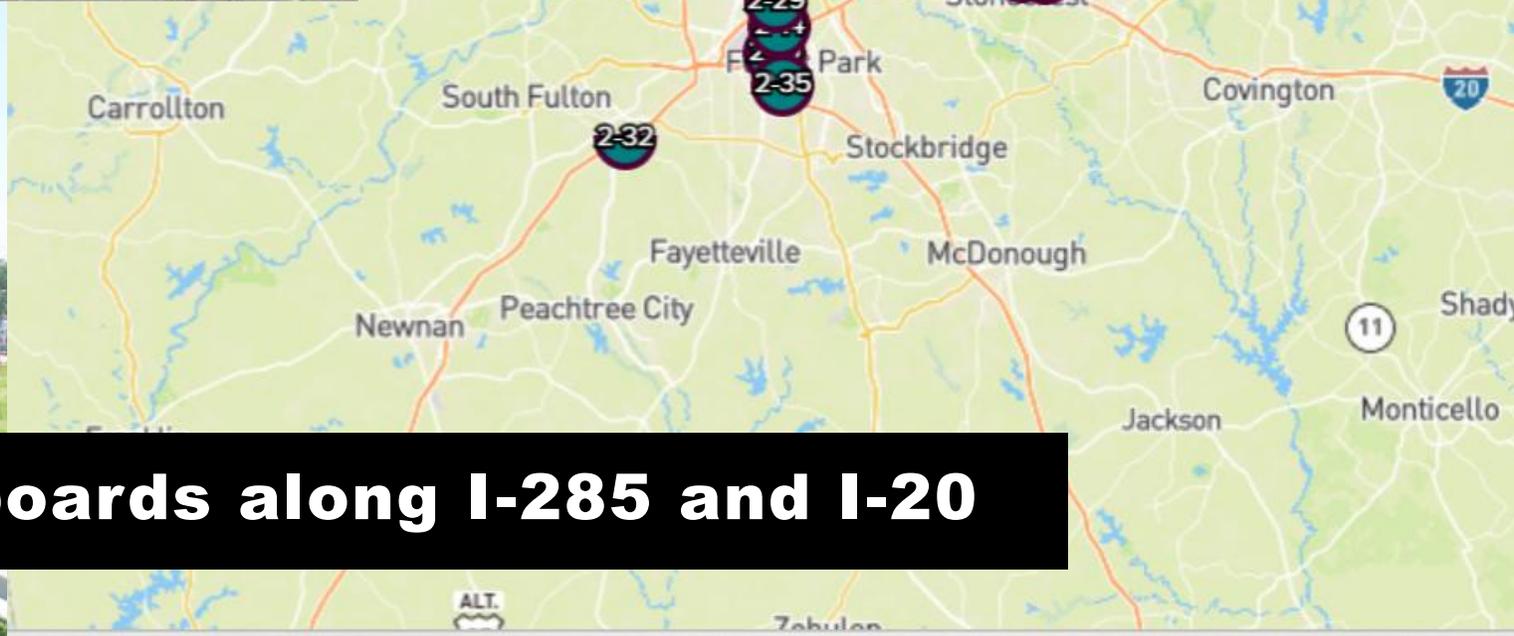
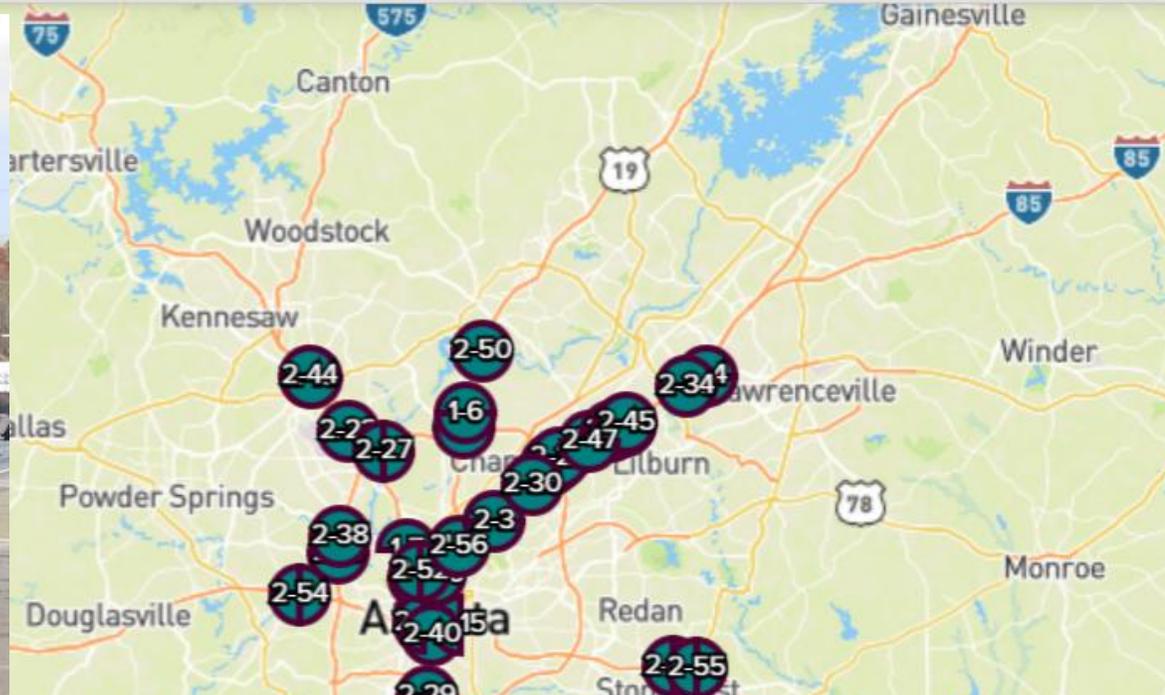
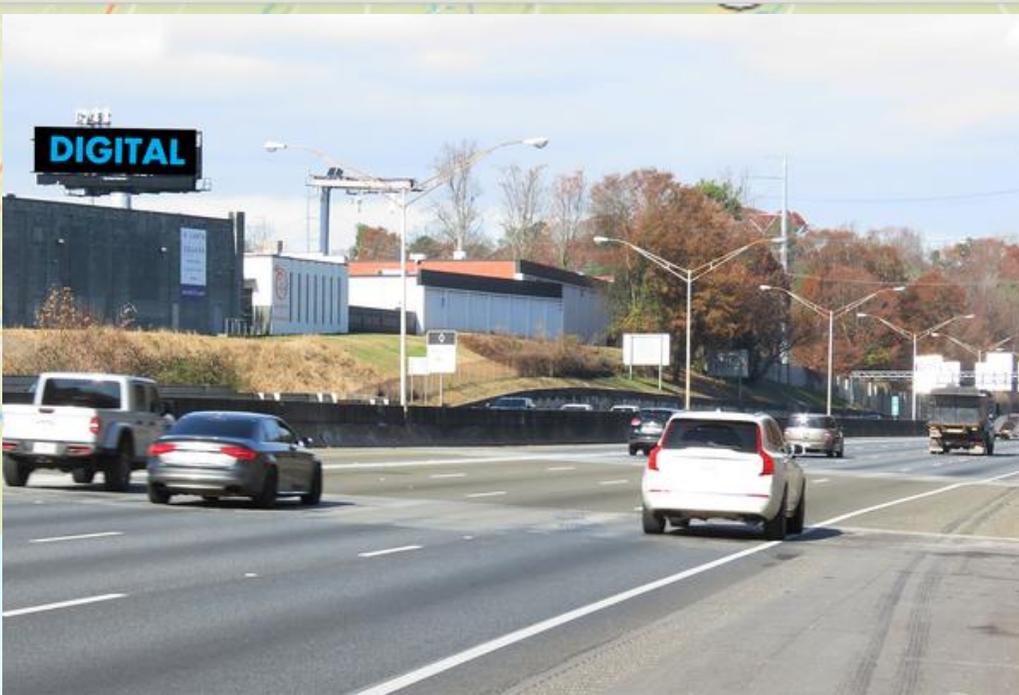
- June 15, 2026
- June 18, 2026
- June 21, 2026
- June 24, 2026
- June 27, 2026
- July 1, 2026 – Round of 32
- July 7, 2026 – Round of 16
- July 15, 2026 – Semifinal



Digital Billboard – Peachtree Center Station

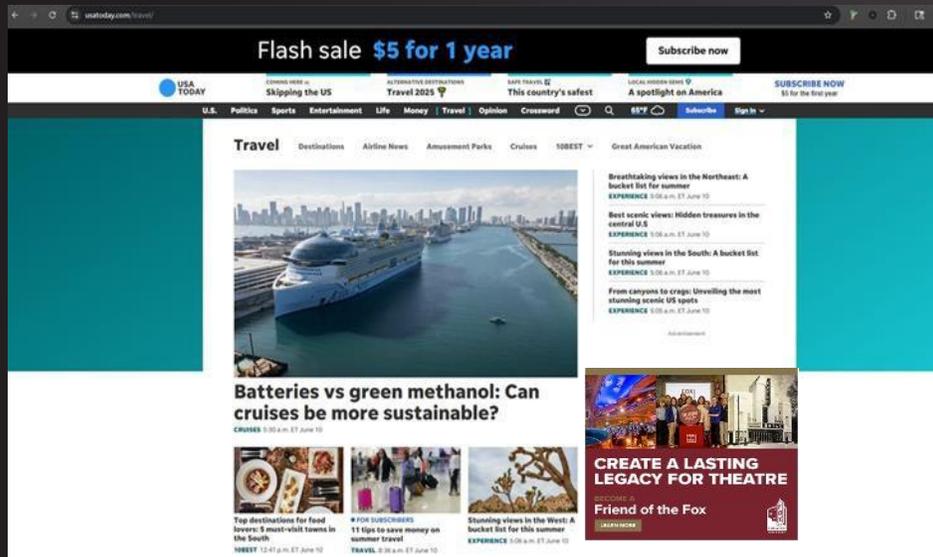


Digital Billboards – Downtown Atlanta



65 Digital Billboards along I-285 and I-20

Mobile Display Campaign - Example



CREATE A LASTING LEGACY FOR THEATRE BECOME A Friend of the Fox 



CREATE A LASTING LEGACY FOR THEATRE
BECOME A Friend of the Fox
[LEARN MORE](#) 



Atlanta & Co – Live Interview – 3 Segments

atl&co THE BEST OF ATLANTA

LOOK LIVE ON-LOCATION SEGMENT



Appearing on Atlanta & Company in 2026 would offer MARTA a high-visibility, community-engaged platform at the exact time it is completing major system upgrades and preparing for World Cup transit demand. The show's audience and tone align perfectly with MARTA's goals of awareness, trust-building, and local pride. Segments can include on-location tours of station upgrades to having host Cara Kneer take a trip on MARTA through Atlanta while interviewing representatives.



SEGMENT INCLUDES:

- Look-live on Location 5-minute segment with Interview highlighting the features and benefits of MARTA.
- Segment posted to the Atlanta & Company page on 11ALIVE.com
- Segment posted on 11ALIVE+ (CTV)

Atlanta & Company airs M-F at 12N on 11Alive and 2p on WATL

Traffic Sponsorship – Map Icons



Every morning, there are major delays on Atlanta roadways. Fortunately, MARTA is available for Atlantans to help them Breeze into the city. 11Alive would like to help remind viewers of this at an opportune time, morning traffic segments. This sponsorship allows MARTA icons to appear on 11Alive's traffic maps when traffic reporters are focused on an area close by its rail stations. It's a subtle and natural way to remind viewers of the option of MARTA for their morning commute.

Execution

- Logo inclusion in form of icons on map minimum 4x daily M-F during 11Alive Morning News on 11Alive and 11Alive+ (5a-9a).
- Billboards during 11Alive Morning News on 11Alive and 11Alive+ (Min 4x daily).
- Spots adjacent to traffic segment on 11Alive and streaming on 11Alive+



Cultural & Community Engagement

This campaign will live inside culture.



Cultural Icon Collaborations

- Train / Station Announcements
- Video campaigns
- Photo / Advertising Campaign
- Social Media Cross Promotions
- Special Event Appearances



**ATL UTD x MARTA - SPECIAL COLLECTION –
COMING MAY 2026**



ATLANTA UNITED

**MARTA
COLLECTION**



Other Partnerships & Collaboration



FIFA World Cup Advertising Revenue – Update

June 11, 2026 – July 19, 2026



FIFA World Cup Advertising Wins To-Date

Advertiser

Home Depot

Bank of America

Anheuser-Busch



Advertising Production

- SEC District Video Wall
- SEC District Station Domination
- Peachtree Center Domination
- Peachtree Center Video Wall
- Triptych Digital Screens
- Train wraps
- Streetcar Wraps
- Interior Car – Rail
- Station 2 Sheets
- Bus Kings
- Full Wrap Bus

Other Advertising Wins

Advertiser

Sketchers





Thank You