



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, JANUARY 23, 2025

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair Sagirah Jones called the meeting to order at 12:10 P.M.

Board Members Present:

Al Pond
Freda Hardage
Kathryn Powers
Roderick Frierson
Rita Scott
Thomas Worthy
Valencia Williamson
Jennifer Ide
Sagirah Jones

Board Members Absent:

James Durrett
Jacob Tzegaegbe
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Steven Parker
LaShanda Dawkins
Carrie Rocha
Jonathan Hunt
Ralph McKinney
Rhonda Allen
George Wright
Kevin Hurley
Michael Kreher

Also in Attendance: Peter Crofton, [for Justice Sears] Phyllis Bryant, Chinnette Cannida, Eddie Eades, Stephany Fisher, Kenya Hammond, Tyrene Huff and Jennifer Larosa

2. APPROVAL OF THE MINUTES

Minutes from November 21, 2024, External Relations Committee Meeting

Approval of the Minutes from November 21, 2024, External Relations Committee Meeting. On a motion by Board Member Hardage, seconded by Board Member Pond, the motion passed by a vote of 9 to 0 with 9 members present.

3. BRIEFING

Briefing – Government Affairs Update

Jennifer Larosa, Senior Director Government Affairs, updated MARTA's legislative agenda and engagement.

Briefing – Marketing & Communications Update

Chinnette Cannida, Senior Director Marketing & Sales and Stephany Fisher, Senior Director Communications provided a recap and update of Marketing events, activities and media impressions from Nov. 2024 to February 2025.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:33 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: https://www.youtube.com/live/ls8YhGWqWZI?si=_nCGShqgtUmlDod8



External Relations Committee Government Affairs Update

January 23, 2025

**Jennifer Larosa
Sr. Director, Government Affairs**



KEY ITEMS

Adjournment Calendar Passed

- ✓ March 6th – Crossover Day (Day 28)
- ✓ April 4th – Sine Die (Day 40)

FY26 Governors Budget

- ✓ Georgia Transit Trust Fund recognized at \$38M revenue for FY26
 - ✓ FY25 \$32.4M



GOVERNORS AGENDA

- ✓ Tort reform
- ✓ Tax cuts
- ✓ School safety
- ✓ Workforce development
- ✓ Mental health
- ✓ Hurricane relief





ENGAGEMENT

- ✓ Speaking at delegation meetings
 - ✓ Clayton County 1/7
 - ✓ DeKalb County 2/10
- ✓ Transit Day at the CAP 2/4 on Transit Equity Day





GA CHAMBER EGGS & ISSUE





Thank You





Marketing & Communications

January 23, 2025

Chinnette Cannida, Sr. Director, Marketing & Sales
Stephany Fisher, Sr. Director, Communications

**2nd Annual Holiday Market &
Bus Reveal – West End Station
11/21/24
218 attendees**





MARTA Pop-up Shop: \$5,200
Local Business Vendors: 4



**Holiday Customer Appreciation Event
H.E. Holmes Station
12/12/24
210 attendees; Pop-up Shop: \$10,600***



1456

marta



2025 KING
HOLIDAY OBSERVANCE

FOR MORE DETAILS VISIT: THEKINGCENTER.ORG

MISSION POSSIBLE:
PROTECTING FREEDOM, JUSTICE, AND DEMOCRACY IN THE SPIRIT OF NONVIOLENCE

TEXT
MLKGIVE
TO
44321

**2025 King Holiday Observance
Kick-off Reception & Bus Reveal
1/8/2025**



**2025 King Holiday Observance
Board Chair Jennifer Ide, King Family
Members, and The King Center Staff**

marta

Brady Ave. Bus Maintenance Facility
Grading and Pavement Work

Engineer:

Parsons Brinckerhoff

Contractor:

Mac Donnell

**URBAN
MASS TRANSPORTATION**

BRADY AVENUE

BUS MAINTENANCE FACILITY

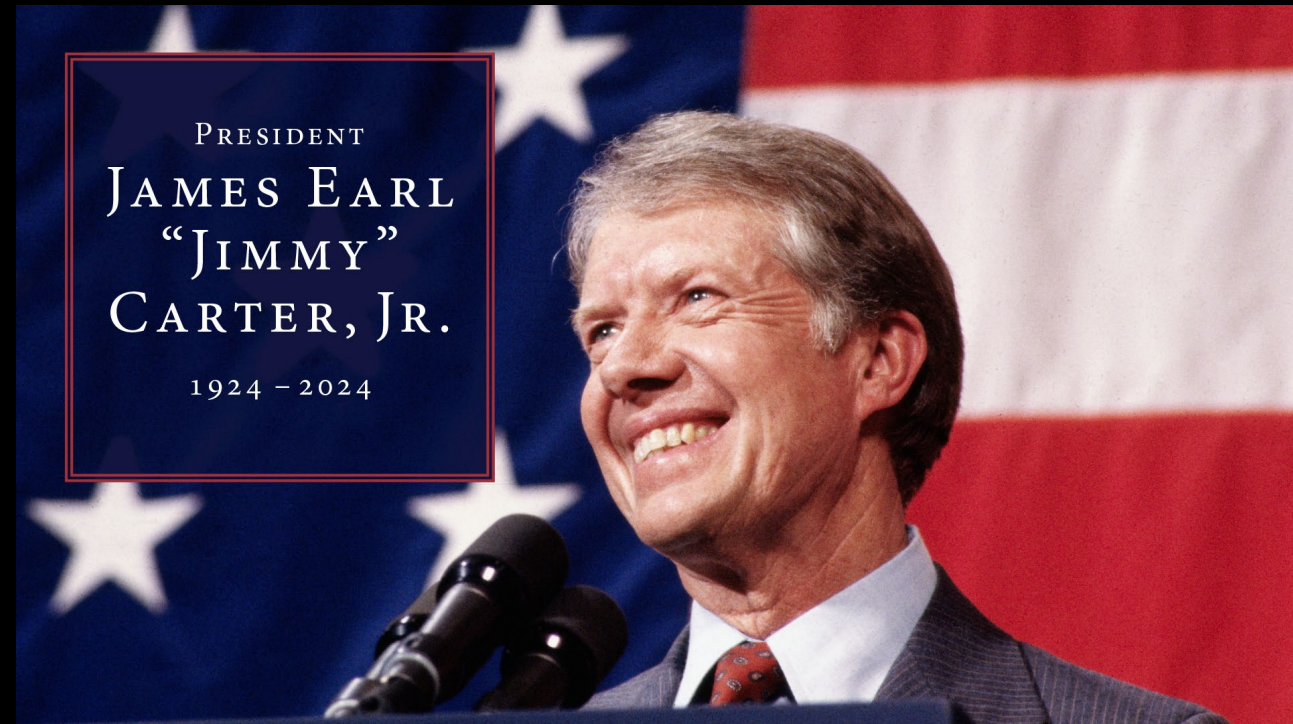
IMPROVEMENTS SPONSORED BY
METROPOLITAN ATLANTA
RAPID TRANSIT AUTHORITY
AND
U.S. DEPARTMENT OF TRANSPORTATION
Project No. C-112



**President Jimmy Carter
Viewing Transportation Plan
*Marketing & Communications***

Marketing & Communications Viewing Transportation Plan

- Cross-Departmental Collaboration – Planning & Execution
- Strategic Digital Marketing, Wayfinding Planning
- Customer-Centric Communication



Digital Marketing to inform and engage

January eNewsletter (12/31)

- **Purpose:** Drive audience to landing page for more information
- Strong Audience Interest: Over 24,000 Opens
- Engagement Rate: 23.8% Open Rate
- Clicks Driving Engagement: 505 Total Clicks
 - Focused Interest in Carter Section: 208 Clicks

Stand-Alone Email (1/2)

- **Purpose:** Provide audiences with “Know Before You Go” information
- Impressive Reach: Over 44,000 Opens
- Engagement Power: 43.2% Open Rate (above industry average!)
- Click-Throughs: 400 Clicks

Dedicated landing (1/1-1/7)

- Page views: ~9,000



MARTA joins the world in mourning the loss of President Jimmy Carter, a champion of peace, human rights, and public health. We are honored to provide transportation to The Carter Presidential Center for those wishing to pay their respects.

Details for Visitors

- **Viewing Location:** Carter Presidential Center (via free shuttle from King Memorial Station)
- **Dates:** Saturday, Jan. 4, 6 PM – Tuesday, Jan. 7, 6 AM

How to Get There

- **Ride MARTA to King Memorial Station.** Free shuttles run every 3-5 minutes around the clock during the viewing period. Rail service will run continuously.
- **No Parking:** No public parking at King Memorial Station or The Carter Center. Use MARTA rail station parking or ride-sharing services.

Important Reminders

- **Fare Required:** The shuttle is free, but fare is required to ride MARTA. For easy tap and go payment, download the Breeze Mobile 2.0 app for [Apple](#) or [Android](#).
- **No Bags:** Bags, purses, and backpacks are **prohibited** on the shuttles and at The Carter Center. Prohibited items will be surrendered and not returned.

President Carter's legacy includes his role in establishing the transit sales tax that laid the foundation for MARTA. We are honored to serve during this historic occasion.

Visit our [website](#) for additional details and service information.

Visit [JimmyCarterTribute.org](#) to leave online condolences.



Digital Signage: President Carter's memorial content was prioritized across all digital inventory in the stations...



MARTA
@MARTAttransit



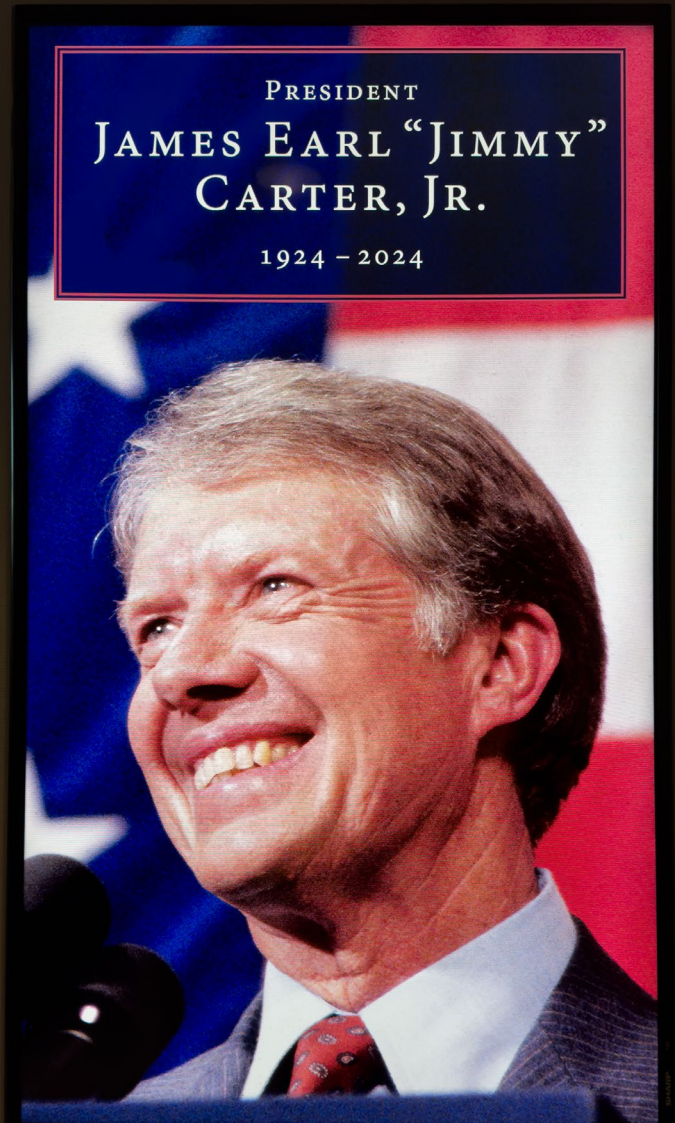
⚠ RIDER ALERT! The last shuttle bus to The Carter Center for President Carter's viewing will depart King Memorial Station at 5:45 a.m. on Tuesday, Jan. 7.



Wayfinding Signage: to direct mourners to take the free shuttle to The Carter Center and provide key event information



Digital Screens at MARTA headquarters and in all garages featured President Carter's memorial image



Half of the digital screens in the stations played President Carter's memorial content 100% of the time and others 75%, honoring his legacy from Jan 1 through noon on Jan 7.

608 Mentions

70% Broadcast

28% Print

2% Twitter

Who reached the most people?

Yahoo! News
msn.com
AJC
WSB

Reached on average 175 million people daily

NEWS MEDIA

Coverage peaked Jan. 3

Who mentioned us most?

FOX5
WANF
WSB Radio
11Alive

Top Article by Reach
Dec 31, 2024 - Jan 7

Top Article by Social Echo
Dec 31, 2024 - Jan 7

Top Article by Reach and Volume
Dec 31, 2024 - Jan 7

MSN.com · WSBTV.com News Staff
Editorial | US | Jan 4 | 6:59 PM
Remembering Jimmy Carter: Here's how to pay your respects at the Carter Center
When you enter the Carter Center, what if I don't want to stand in line, but want to pay my respects? If waiting at the Carter Center isn't...

Marta
Editorial | US | Jan 1 | 11:33 PM
President Jimmy Carter Viewing Transportation Plan
is covered. MARTA Transit Ambassadors will be deployed systemwide to assist customers. Look for employees in the MARTA safety vests. MARTA

Yahoo! News
Editorial | US | Jan 3 | 9:25 PM
President Jimmy Carter funeral: How to watch Saturday Georgia ceremonies live
To help visitors pay their respects, MARTA is offering free, direct bus shuttles from the King Memorial rail station to The Carter Center

Social Echo: 1.2B Reach | Neutral

Social Echo: 205K Reach | Neutral

Social Echo: 64.6M Reach | Neutral

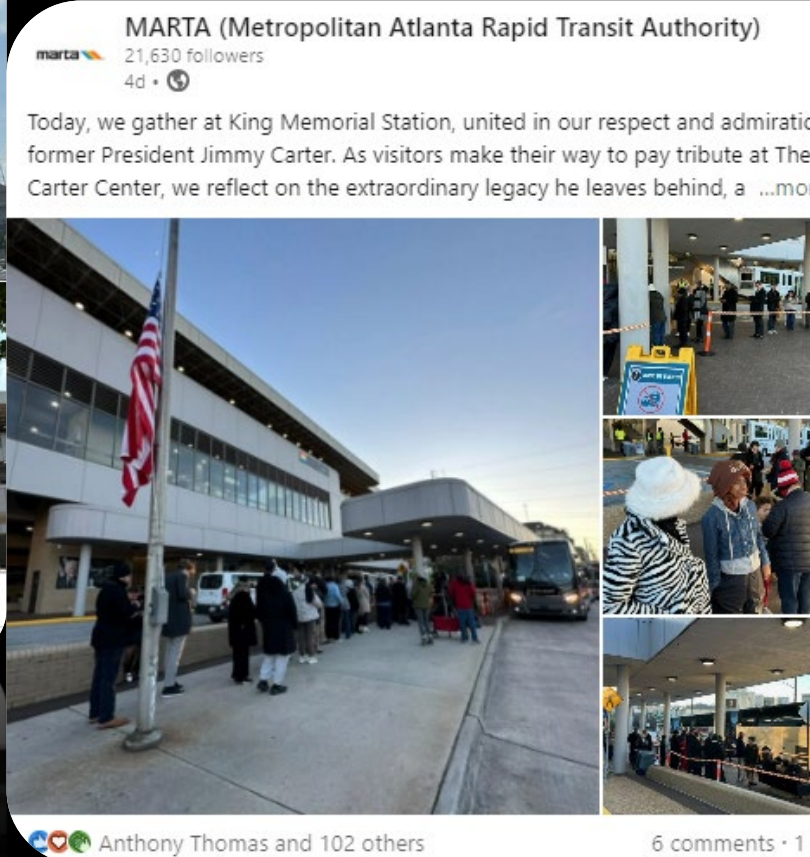
Who shared the most information?

MARTA
The Carter Center
Downtown Atlanta Breaking News
National Park Service

SOCIAL MEDIA



Impressions
132,940



Engagements
2,637



Link Clicks
658

THANK YOU





NextGen Bus Network

smarter. faster. better.



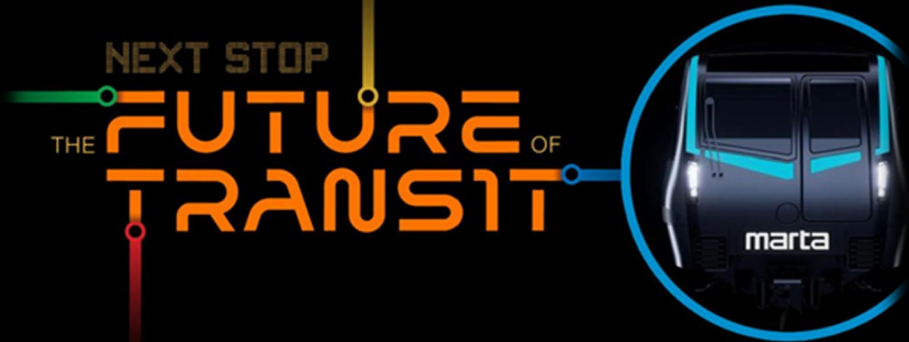
UPCOMING EVENTS



40 YEARS
1985-2025



STATE OF MARTA 2025



Presented by:



State of MARTA

Black History Month

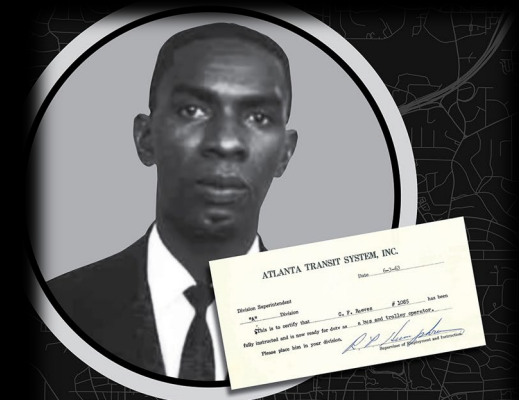
Transit Equity Day

NextGen Bus Network

Airport campaign

Itsmartamerch.com

APTA AdWheel awards



CELEBRATING
BLACK HISTORY MONTH

The First Black Bus Operator Supervisor at Atlanta Transit in 1963

Charlie Frank Reeves

*MARTA acquired Atlanta Transit in 1971.

