

MINUTES

EXTERNAL RELATIONS COMMITTEE

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

January 16, 2020

The Board of Directors External Relations Committee met on January 16, 2020 at 10:01 a.m. in the Board Room on the 6th Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

Board Members Present

Roberta Abdul-Salaam
Robert L. Ashe III, **Chair**
Jim Durrett
William "Bill" Floyd
Roderick A. Frierson
Freda B. Hardage
Rita A. Scott

MARTA officials in attendance were: C-Suite Team Members Chief Administrative Officer Luz Borrero, Chief of Bus Operations Collie Greenwood and Chief Counsel Elizabeth O'Neill, AGMs Virgil Fludd, Emil Tzanov and Tom Young (Interim); Executive Director Paula Nash; Senior Directors Lyle Harris (Contractor) and Jennifer Jinadu-Wright; Directors Jonathan Hunt and Adam Shumaker; Manager Stephany Fisher; Manager MARTA Board of Directors Rebbie Ellisor-Taylor; Sr. Executive Administrator Kenya Hammond. Others in attendance Negesha Boyd, Adrian Carter, Abebe Girmay, Adoraue Jouett, Courtne Middlebrooks, LaTonya Pope, Evelyn Richards, Pamela Smith and Christopher Turner.

Also in attendance Shane Black of Arcadis; Erik Burton of HNTB and Gregory Collins of HNTB.

Briefing – External Affairs 2019 Recap

Mr. Fludd presented a summary of the Department of External Affairs activities for 2019.

The year, 2019 was a hallmark year for the Authority. The Authority celebrated four decades of service to the region, explored expansion opportunities in neighboring counties and positioned MARTA to provide world class service for our valued customers.

The External Affairs Department is comprised of five (5) different offices led by the following individuals:

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- Jennifer Jinadu-Wright – Sales & Marketing
- Erica Pines – Stakeholder & Public Engagement
- Colleen Kiernan – Government & Community Affairs
- Pia Forbes – Communications
- Adam Shumaker – Digital Media

What does the Department of External Affairs Do

- Responsible for maintaining MARTA's public image and serving as the major public-facing arm of the Authority
- Enhance the Authority's brand by building customer loyalty
- Form, maintain and strengthen strategic alliances
- Position MARTA as the subject matter expert for public transit

5- Year Strategic Plan

- Helps chart the Authority's path forward
- Provides goals for each office in the department
- Aligns with the Board and GM's priorities

Breeze Pop-Up

- Hosted 21 Pop-up Breeze store locations
- Outreach across MARTA's service footprint
- Served more than 1,200 customers
- Provided access to Breeze and reduce face
- Promoted Mobility (paratransit) services

Marketing Front

- Pulled ten (10) different brands under one umbrella
 - Clayton County Transit
 - MARTA Planning GC12
 - Connect 400
 - State Road & Tollway Authority
 - I-20 East Transit Initiative
 - More MARTA
 - MARTA Rising
 - Clifton Corridor Transit Initiative
 - WestLine MARTA
 - Go! Transit Capital Program

Signage Pilot Program

- Alerts customers for Public Hearings, route changes and budget hearings
- Designed with MARTA's signature colors, bold graphics and large font
- Increased engagement to our customers directly and through social media channels

Rehab/Construction Projects

- Hosted grand opening event in celebration of the new Oakland City station elevator
- Coordinated with internal departments and external stakeholders to engage our customers
- Generated considerable positive sentiments from customers needing access to MARTA stations
- Marked the beginning of MARTA's broader commitment to enhancing the entire system

40th Year Anniversary

- The External Affairs Department helped take MARTA customers back in time to 1979. This was the first year of combined bus and rail service
- Commemorated the event with a recreation of the historic first rail trip from Avondale station to Georgia State station
- Hosted signature event to mark the Authority's milestone

Paratransit Townhall Meeting

- External Affairs supported the outreach and engaging effort for MARTA's first paratransit Town Hall Meeting, hosted by Bus Operations.
- Capacity crowd in attendance shared concerns and provided suggestions for improvements
- Represented coordinated effort with various internal and external entities

Sales Revenue

- Projected Total Sales Revenue Calendar 2019: \$22.485M
- Total Sales Revenue Calendar 2018: \$21.102M
- Dollar Increase: \$1.383M
- Percent Increase from prior year: +6.6%

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Advertising Revenue

- Projected Total Advertising Revenue Calendar 2019: \$9.02M
- Total Advertising Revenue Calendar 2018: \$7.576M
- Dollar Increase: \$1.444M
- Percent Increase from prior year: +\$19.1%

Building on the Momentum 2020

- New Strategies on the Rise
- MARTA Champions
- MARTA 101
- Digital Advertising Boards
- Enhancing Corporate Relationships
- MARTA Heroes

2020 Census Strategy

- MARTA's Census strategy consists of various marketing and advertising campaign tactics
- Messaging will mirror US Census campaign
- Campaign will include paid advertising, employee engagement events, digital marketing and customer education activities

Awareness/Education

- January 14, 2020 through March 12, 2020

Motivation / Education

- March 13, 2020 through May 12, 2020

Reminder/Nonresponse Follow UP

- March 13, 2020 through May 12, 2020

2020 Legislative Session Priorities

- Focus on Jurisdictions: DeKalb, Fulton, Clayton Counties and the City of Atlanta
 - 15th Amendment
 - Providing ongoing updates on State of Good Repair Capital Program and MARTA 2040 Expansion in Clayton and City of Atlanta
 - Support Fulton and DeKalb County in identifying funding for expansion plans

Relationship Building at State and Federal Level

- Governor/Lt. Governor/Speaker
- House and Senate Leadership
- Aligned agencies: ARC, ATL, GDOT

Fifteenth Amendment

- Clayton County voted on 01/21/2020
- Fulton County voted on 01/22/2020
- City of Atlanta expected to vote in early February
- DeKalb County expected to vote by 02/19/2020

2020 Breeze Pop-Up Program

- Host monthly Breeze store pop-up events in our current service areas
- Pop-Up events will rotate to our jurisdictional partners (City of Atlanta, Clayton, DeKalb and Fulton)
- First 2020 Pop-Up on 01/16/2020

Mr. Durrett said it was a pleasure to read that former MARTA Board member, Jannine Miller has been appointed by Governor Kemp as the upcoming Planning Director at GDOT. This is a great move and a terrific opportunity for MARTA to engage in a new way with GDOT.

Mr. Frierson said it is exciting to hear that staff is talking about promoting MARTA Champions. The world could use champions in transit across the board and should be made aware of all the things that public transit can deliver. He expressed his confidence that staff will do a great job this year and said he looks forward to a successful year. Transit is a valuable asset and we all should embrace it.

Mr. Ashe said he also read in today's newspaper that the Legislature agreed on a method of collecting sales tax from Uber and Lyft. He asked was this topic discussed last year during the ride-share discussion.

Mr. Fludd said he would provide a follow-up.

Mr. Ashe asked if MARTA had a sense of legislative priorities requested by the ARC, GRTA and other potential legislators for 2020.

Mr. Fludd said yes, MARTA is aware that ARC, GDOT, ATL, Metro Atlanta and Georgia Chamber are interested in essentially supporting the continual financing and funding for public transit agencies.

Mr. Ashe asked for a copy of requested legislative priorities.

Mr. Fludd said staff would email that information.

Briefing – FY20 2nd Quarter Media Impressions Briefing

Ms. Fisher provided an overview of media impressions from October to December 2019.

Telling MARTA's Story

- There were 18 Press Releases and Media Alerts

Good News in Clayton County

- Clayton County Bus shelters and Amenities Program received a good amount of coverage last quarter via:
 - Clayton News-Daily.com
 - AJC Atlanta. News. Now
 - 95.5WSB Atlanta's News & Talk
 - WSB-TV Atlanta 2

All stations produced positive stories on efforts to improve the MARTA customer experience for patrons in Clayton County, which is home to one of MARTA's busiest routes - Bus Route 196.

By the Numbers

- Mentions in the Media – 2,011
- Peak – 233 on November 6 (following the anniversary celebration)
- Advertising Value Equivalent - \$19M
- Audience – 100M
- Positive News Coverage – 5.73%
- Neutral News Coverage – 89.59%
- Negative News Coverage – 4.68%

MARTA Social Media Analytics

- Follower Growth
 - Twitter 128
 - Facebook 240
 - LinkedIn 393

Total New Increase 761 (114.6% increase from previous quarter)

- Impressions – 2.4M (number of times content was shown to users)
- Engagements – 44,500 (number of times users engaged with post)

- Link Clicks – 5,981 (number of times users clicked on MARTA links)

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Other Matters

Mr. Ashe announced that the External Relations Committee meeting will begin at 9:00am on February 20, 2020.

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Adjournment

The meeting of the External Relations Committee adjourned at 10:26 a.m.