



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, NOVEMBER 21, 2024**

**ATLANTA, GEORGIA**

**MEETING SUMMARY**

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

Chair Rita Scott called the meeting to order at 12:17 P.M.

**Board Members**

**Present:**

Al Pond  
Freda Hardage  
Roderick Frierson  
Rita Scott  
Valencia Williamson  
Jennifer Ide  
Jacob Tzegaegbe  
Sagirah Jones  
James Durrett

**Board Members**

**Absent:**

Kathryn Powers  
Stacy Blakley  
Thomas Worthy  
Russell McMurry  
Jannine Miller

**Staff Members Present:**

Collie Greenwood  
Steven Parker  
LaShanda Dawkins  
Carrie Rocha  
Peter Andrews  
Ralph McKinney  
Rhonda Allen  
George Wright

**Also in Attendance:** Justice Leah Ward Sears, Phyllis Bryant, Chinnette Cannida, Eddie Eades, Stephany Fisher, Tyrene Huff, Kenya Hammond, Jennifer Larosa and Michael Rafshoon

**2. APPROVAL OF THE MINUTES**

**Minutes from July 25, 2024 External Relations Committee meeting.**

Approval of the Minutes from July 25, 2024 External Relations Committee meeting. On a motion by Board Member Ide, seconded by Board Member Hardage, the motion passed by a vote of 9 to 0 with 9 members present.

**3. BRIEFING**

**Briefing - Election Update**

Michael Rafshoon, Government Affairs Program Manager, provided an overview of the 2024 State, Federal, and Local election results and their impacts on the Authority.

**Briefing - Government Affairs Legislative Update**

Jennifer Larosa, Director of Government and Community Affairs, gave the committee an overview of MARTA's 2025 Legislative Agenda.

**Briefing - Marketing and Sales End of Year Wrap-Up**

Chinnette Cannida, Senior Director Marketing and Sales, provided the committee with an overview of the 2024 Marketing and Sales year end highlights.

**Briefing - Media Impressions Update**

Stephany Fisher, Senior Director, provided the committee with an update on MARTA's media impression for July - October 2024.

**4. OTHER MATTERS**

None.

**5. ADJOURNMENT**

The Committee meeting adjourned at 12:56 P.M.

YouTube link: <https://www.youtube.com/live/0uyiDRTDUw4?feature=shared>

## 2024 Election Update

**Michael Rafshoon**  
**Government Affairs Manager**

**November 21, 2024**  
**External Relations Committee**





# FEDERAL

## EXECUTIVE

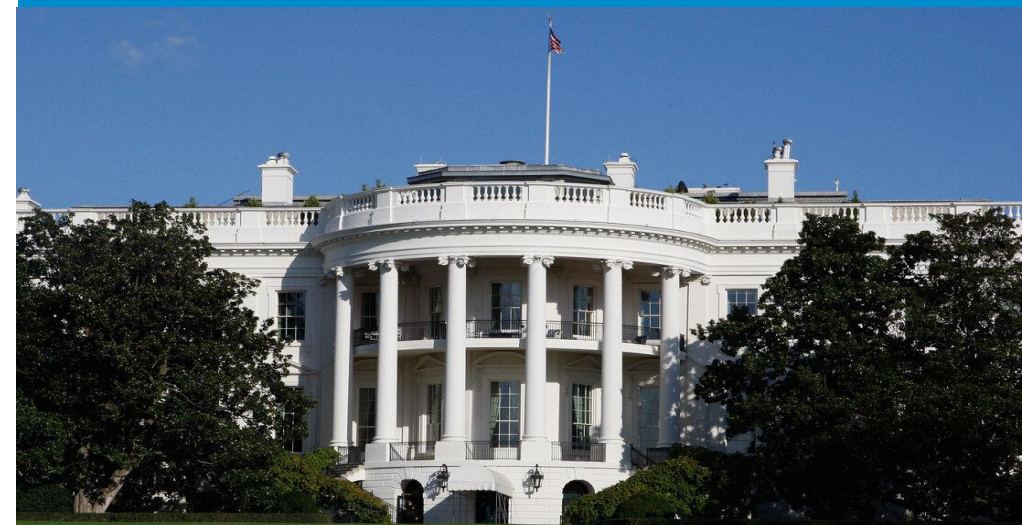
- Former President Donald Trump elected
- Likely cabinet turnover

## U.S. HOUSE (435)

- Rep. Lucy McBath shift to GA-6 (Cobb/ North Fulton)
- Rep. Rich McCormick shift to GA-7 (North Fulton/ Gwinnett)
- **Republican**: 218
- **Democratic**: 212

## U.S. SENATE (100)

- **Republican**: 53
- **Democratic**: 47
- Republican simple majority





# STATE

## HOUSE OF REPRESENTATIVES (180)

- MARTOC Chair Deborah Silcox reelected
- **District 56:** Bryce Berry (D)
- **District 65:** Robert Dawson (D)
- **Republican:** 101
- **Democratic:** 79 +1 pickup

## SENATE (56)

- **Republican:** 33
- **Democratic:** 23
- No composition changes
- **District 34:** Kenya Wicks (D)
- **District 55:** Randal Mangham (D)



# MUNICIPAL

## CITY OF ATLANTA

- **AL-3:** Eshe Collins/ Nikki Jones runoff

## CLAYTON COUNTY

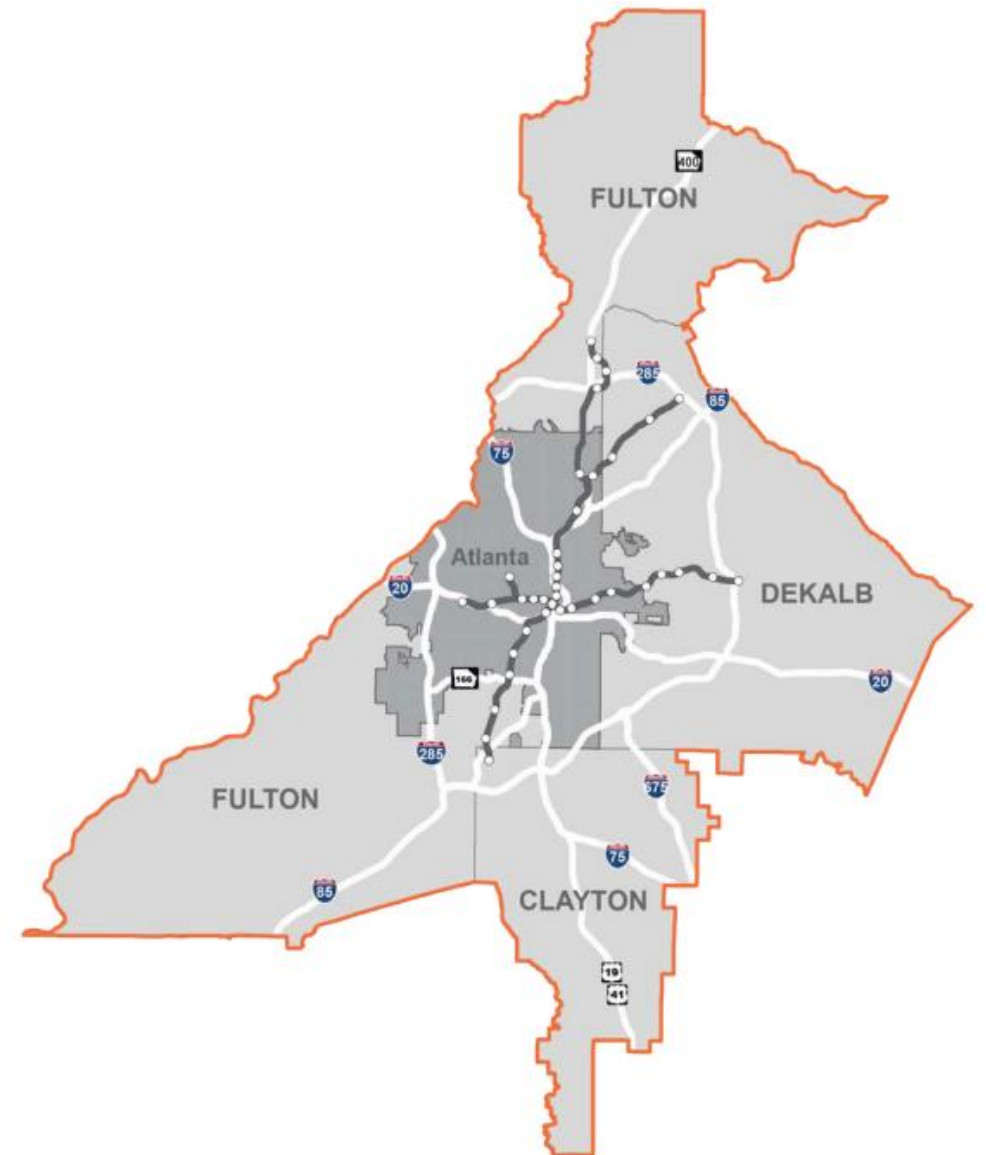
- **Chair:** Alieka Anderson
- **District 1:** Alaina Reeves
- **District 3:** Tashe Allen

## FULTON COUNTY

- **District 4:** Mo Ivory

## DEKALB COUNTY

- **CEO:** Lorraine Cochran Johnson
- **District 3:** Andrew Bell/ Nicole Massiah runoff
- **District 4:** Chakira Johnson
- **SD-7:** Jacqueline Adams/ LaDena Bolton runoff



# Impacts

## FEDERAL IMPACTS

- Formula funding unaffected
- Anticipated interest in road and rural projects
- Increased competition for CIG projects
- Potential regulatory reform

## STATE IMPACTS

- Continuing partnership with leadership

## LOCAL IMPACTS

- Changes in federal programs to effect local projects
- New opportunities for expansion and priorities



Thank You







# **Government Affairs**

2025 Legislative Agenda

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

**November 21, 2024**  
**External Relations Committee**

# State Legislative Agenda

- ✓ Transit Lane Camera Enforcement

## Other Matters of Interest to MARTA

- ✓ Expansion of CDL language tests
- ✓ Tort Reform
- ✓ Relationship Cultivation



## Automated Monitoring of Transit Lanes

MARTA Rapid Summerhill is under construction and successful operation from the beginning is critical.

- ✓ Reduces law enforcement personnel costs and time commitment
- ✓ Provides reliable service for transit dependent customers
- ✓ Ensures lane availability for EMS and first responders
- ✓ Minimal construction compared to physical barriers



## Legislative Proposal

Modifies OCGA Title 40 pertaining to motor vehicles and traffic.

- ✓ Bars non-transit vehicles from entering/parking in the **dedicated transit lane** unless authorized by a traffic control device or in an emergency
- ✓ Permits local law governments to monitor and enforce transit lanes
- ✓ Authorizes jurisdictions to engage a third-party vendor to provide automated camera enforcement services
- ✓ The violations would not result in bench warrants/arrests
- ✓ Maintain an equitable/fair initial violation option





## Key Stakeholder Meetings

Utilizing the off-season for more in-depth conversations, we meet with:

- ✓ Speaker Pro Tempore, Jan Jones
- ✓ House Transportation Chair, Rick Jasperse
- ✓ Lieutenant Governor, Burt Jones Office
- ✓ President Pro Tempore, John F. Kennedy
- ✓ Senate Transportation Chair, Greg Dolezal
- ✓ Senate SLOGO Chair, Frank Ginn



## Cultivating Champions

Create champions with more ongoing MARTA contacts and engagement

- ✓ Inviting new elected officials at IOC and HQ
- ✓ Continue meetings and communications with local elected officials
- ✓ Hosting “Lunch & Learns” with each of our state delegations
- ✓ Presentations with more state committees on general MARTA activity (station soccer, entertainment relationships, etc.)





Thank You





**Office of Marketing & Sales  
Year End Update  
11/21/2024**

**Chinnette Cannida  
Sr. Director of Marketing**



# Agenda – 2024 Highlights

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- Marketing & Special Events Metrics
- Campaign Highlights:
  - Civil Rights Act 60<sup>th</sup> Anniversary - Bus Wrap Program
  - Atlanta United 2024 Season
- Advertising & Sales FY24 To-Date
- What's New?
  - Atlanta Airport Advertising Campaign
  - MARTA Merch Grand Opening!



# Marketing & Special Events Metrics

Boost community engagement, brand visibility, and revenue through impactful events, partnerships, and targeted outreach. Metrics show how initiatives expand MARTA's reach and long-term value.

- **46 Events & Activations:**
  - Avg. 326 attendees per event
- **NEW Events/Activations:** Hispanic Heritage/Black History/Asian American Pacific Islander Activations, Atlanta Pride Trade Partnership, Earth Day Event - Indian Creek Market Farm, COPA Watch Party
- **New Monthly E-Newsletter:** Highlights MARTA events, partnerships, updates
  - Email Metrics: List size: 107K, 30% open rate, 0.45% click rate



Global Growers Kensington Farm, April



Black History Mo. Cust. Appreciation, Feb.



COPA America Watch Party, June



marta



#SHIFTTHECULTURE

20 KING HOLIDAY  
24 OBSERVANCE

IT STARTS WITH ME.

SHIFTING THE CULTURAL CLIMATE THROUGH THE STUDY AND PRACTICE OF KINGIAN NONVIOLENCE



TEXT  
MLKGIVE  
TO  
44321

Yearlong celebration of Black History with five specially designed buses honoring Atlanta's Civil Rights icons



**Juanita Jones Abernathy, Civil Rights Activist  
MARTA Board Member**



**Congressman John Lewis, Civil Rights Activist, MARTA Advocate**

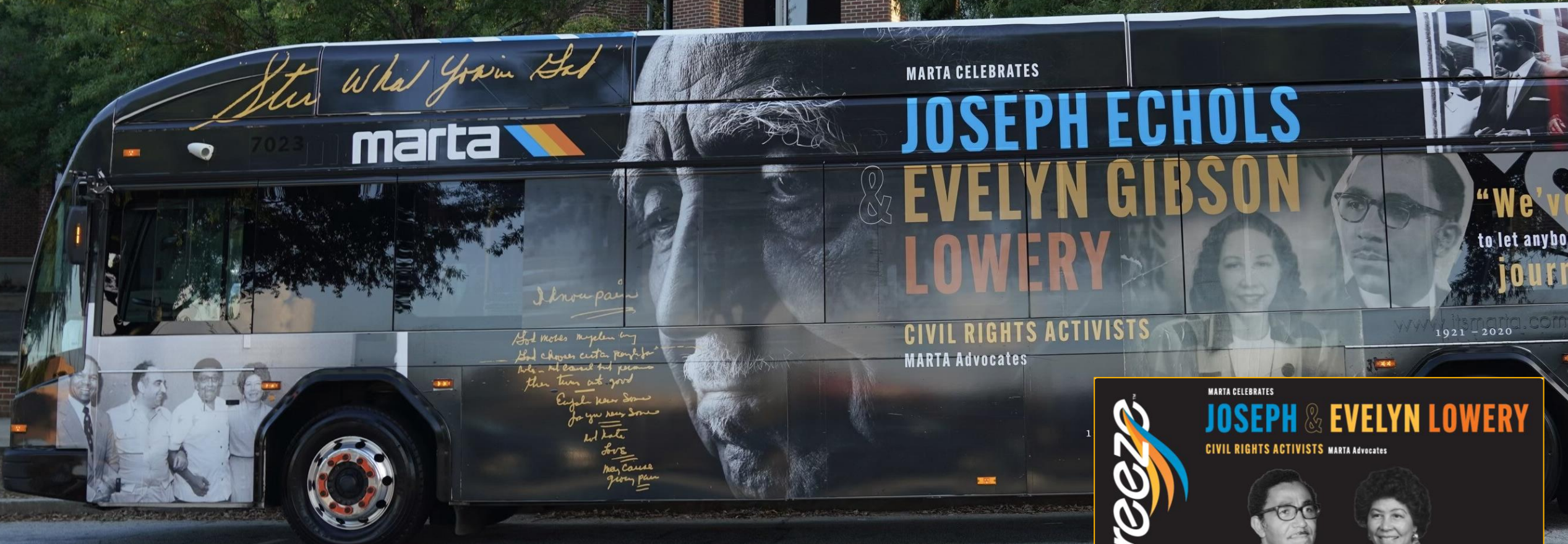


**VOTER REGISTRATION DRIVE**  
and Special Bus Honoring Congressman John Lewis

Thursday, September 12  
**3 - 6 PM**  
College Park Station

- Register to vote with Fulton or Clayton County
- Live broadcast by V103 & Greg Street
- See the new bus honoring Congressman John Lewis
- Prizes & light refreshments while supplies last

marta



*It's what you've got*

**marta**

MARTA CELEBRATES

**JOSEPH ECHOLS  
& EVELYN GIBSON  
LOWERY**

CIVIL RIGHTS ACTIVISTS  
MARTA Advocates

*I know pain*

*God makes my pain long  
but chooses certain people  
who - at least for a season  
then turn out good  
Evelyn knew some  
for you knew some  
and hate  
Love  
no cause  
joyous pain*

*"We've  
to let anybo  
jour*

[www.itsmarta.com](http://www.itsmarta.com)  
1921 - 2020

**Reverend Joseph E. Lowery & Evelyn Gibson Lowery,  
Civil Rights Activist, MARTA Advocates**



MARTA CELEBRATES  
**JOSEPH & EVELYN LOWERY**  
CIVIL RIGHTS ACTIVISTS MARTA Advocates



COBB LINC | RIDE Gwinnett | Xpress | **marta**

# “ MARTA Made Us Great” - Ambassador Young



**Ambassador Andrew Jackson Young, Jr.  
Civil Rights Activist, MARTA Advocate**





**marta**  
20 KING HOLIDAY  
24 OBSERVANCE  
**IT STARTS WITH ME.**  
CELEBRATE THE CREATOR, BORN ON THE SPIRIT AND FRAGRANCE OF HUMANITY. HONORING THE CREATOR, BORN ON THE SPIRIT AND FRAGRANCE OF HUMANITY.

**marta**  
MARTA REPRESENTS  
**JUANITA JONES ABERNATHY**  
CIVIL RIGHTS ACTIVIST  
1917-2006

**marta**  
7097  
"Get in good trouble  
necessary trouble, and help come."  
The words of Martin Luther King Jr.  
MARTA REPRESENTS  
**JOHN ROBERT LEWIS**  
CONGRESSMAN  
1917-2002  
VOTE

*She's what you did!*  
**marta**  
MARTA REPRESENTS  
**JOSEPH ECHOLS  
EVELYN GIBSON  
LOWERY**  
CIVIL RIGHTS ACTIVISTS  
1917-2002

**marta**  
"There's no problem  
in the planet that we can't solve  
if we have the courage, the will, and the  
heart of the people of the world."  
MARTA REPRESENTS  
**JACKSON YOUNG JR.**  
CIVIL RIGHTS ACTIVIST  
1917-2002



# Atlanta United 2024 Season Partnership Highlights

- MARTA Ticket Package
- In-Stadium Branding
- Digital & Radio Activation
- Front Porch Activation
- Employee Engagement – Season Pass Share
- Co-Branded Retail Collection
- Performance-To-Date







In-stadium branding giving **two minutes** of exposure on upper and lower-level **2,700-foot** LED Ribbon Boards, and the **100-foot tall, 6,700-square-foot** Mega-Column in rotation with other brands.



**Ten minutes** of content on concourse IPTV monitors delivering **1600+** displays in the stadium. The featured creative ran for 20 seconds at a time in a rotation with other brands.

# Social media, digital, and radio to broaden visibility and increase engagement

## Social Media Posts



**47** TOTAL POSTS

**2,752** TOTAL ENGAGEMENTS

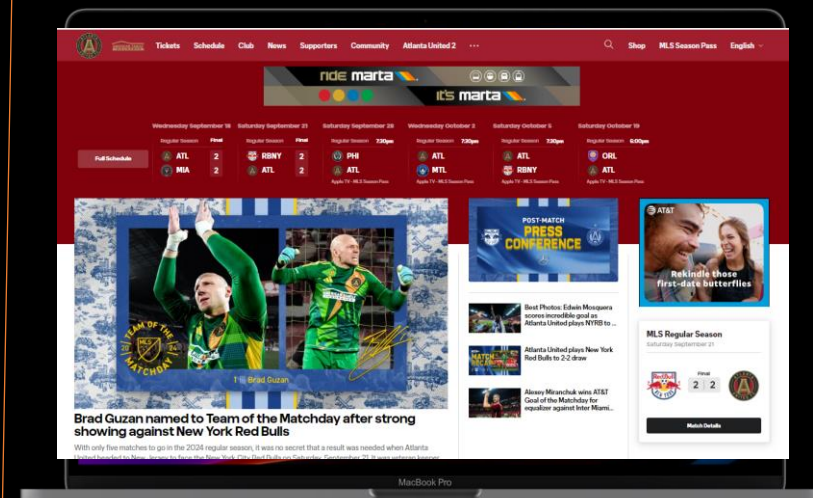
**30K+** TOTAL VIDEO VIEWS

## Two 30-Second Radio Spots



**465K** WEEKLY LISTENERS

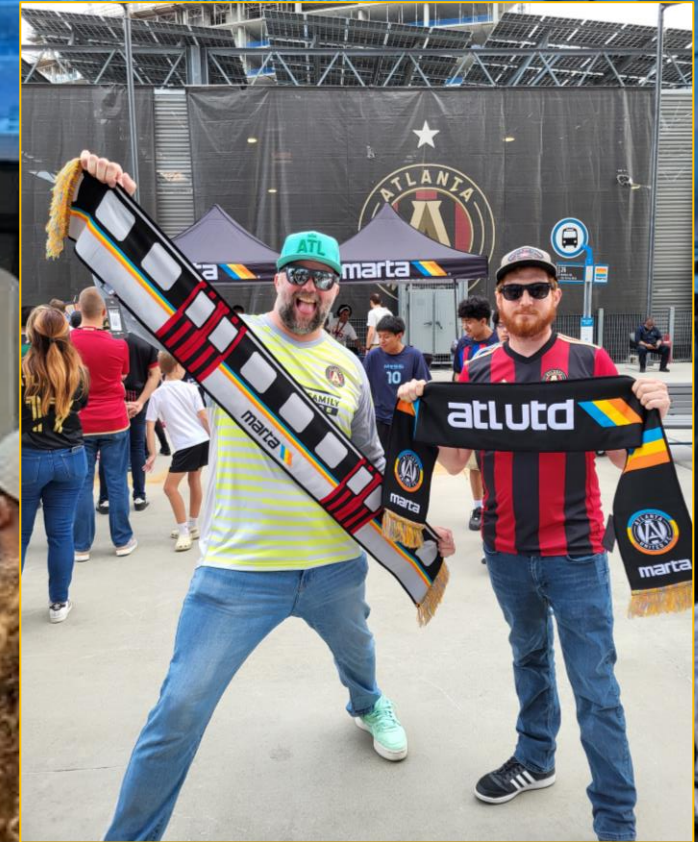
## Run-of Site Ads



**152.5K** TOTAL IMPRESSIONS

**301** TOTAL CLICKS

**MARTA x ATL UTD collection SOLD OUT** within 24 hours at the Atlantic Station Team Store, sold out online in just 12 hours, and completely sold out at the stadium in only two hours on match day.



**MARTA Hosted Pop-ups:**

- **10/3 – Hispanic Heritage Appreciation (\$2K)**
- 11/21 – Holiday Market, West End, 3-6 p.m.
- 12/12 – Customer Appreciation, H.E. Holmes, 3-6 p.m.
- 12/19 – Employee-Only Holiday Bazaar, MARTA HQ, 10-3 p.m.



**Customer (ATL UTD Fan) & Employee Activations to boost engagement**

COMING SUMMER 2025



ATLANTA UNITED

# 2025 MARTA COLLECTION REVIEW





STUDENTS WHO SWITCH GET A MOTO G 5G ON US  
DARE TO BE DIFFERENT

DIFFERENT  
PRIME  
STUDENTS WHO SWITCH GET A MOTO G 5G ON US

DIFFERENT  
PRIME  
STUDENTS WHO SWITCH GET A MOTO G 5G ON US

CHOICE OF 5G PHONES  
FREE PHONES

All Trains

All Trains  
Entry Gates No Smoking

DARE TO BE DIFFERENT  
PRIME  
STUDENTS WHO SWITCH GET A MOTO G 5G ON US

Advertising & Sales Revenue Update

# Advertising & Sales Programs Annual Revenue Comparison FY20 –FY25 YTD

<b>Programs</b>	<b>FY20 Totals</b>	<b>FY21 Totals</b>	<b>FY22 Totals</b>	<b>FY23 Totals</b>	<b>FY24 Totals</b>	<b>FY25 YTD (Jul-Sept)</b>
Advertising	\$7.438M	\$5.072M	\$7.221M	\$7.474M	\$5.925M	\$0
Sales	\$18.330M	\$5.904M	\$7.650M	\$8.843M	\$9.140M	\$2.437M
<b>Total</b>	<b>\$25.768M</b>	<b>\$10.976M</b>	<b>\$14.871M</b>	<b>\$16.317M</b>	<b>\$15.063M</b>	<b>\$2.437M</b>

# Advertising & Sales Program Key Highlights

- **Advertising Outlook:**

- Stopped Restricted Ad sales in late 2023: Legal, Bail Bonds, Alcohol, and Predatory Lenders cutting ad revenue. Modified the contract with Intersection due to the policy change.
- RFP is underway for a new transit shelter vendor.

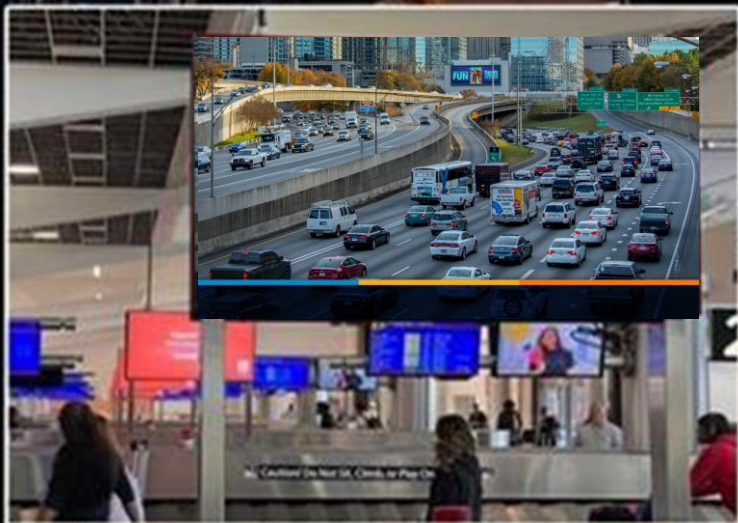
- **Sales Outlook:**

- FY24 saw an increase in 3 of 5 programs. Although the sales programs showed growth in FY24 compared to FY23. FY24 sales compared to FY20 sales continue to be down (-50%).
- Declining program revenue prompts assessment of revitalization strategies, including a robust sales funnel, new tech like AFC 2.0, and innovative partner packages to attract more partners.



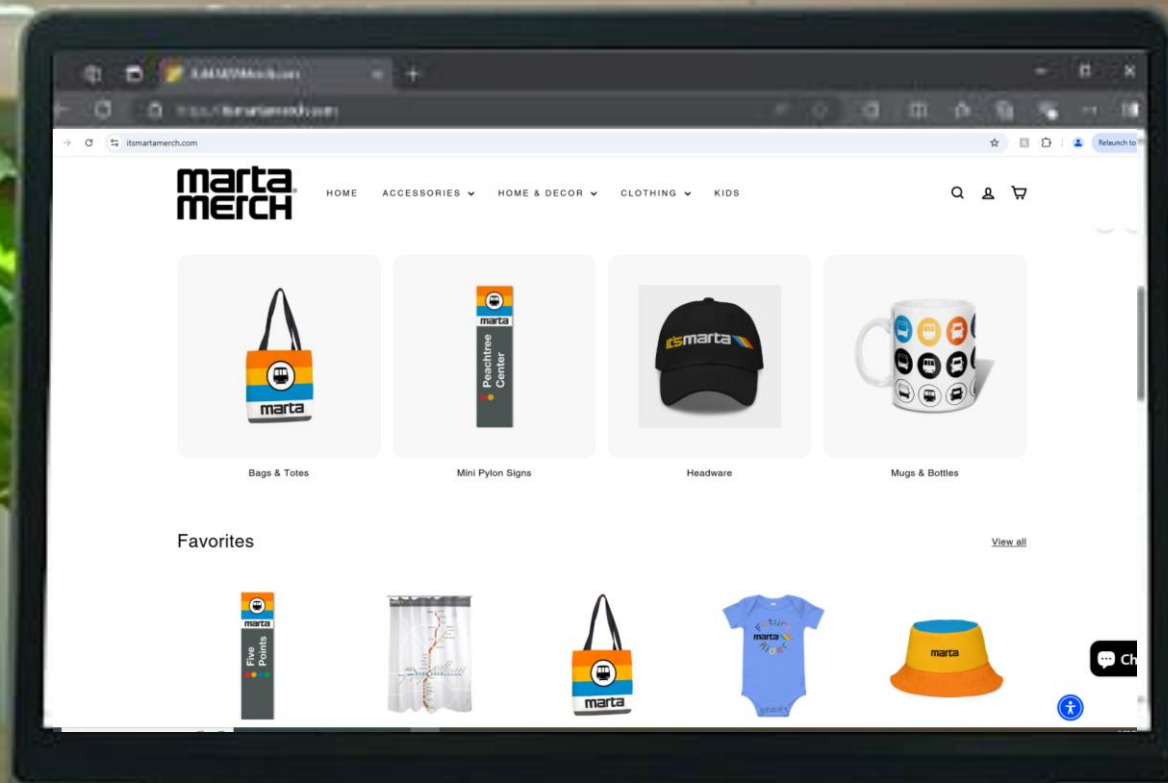
Ridership campaign at Atlanta Airport's Welcome Arrivals area, between North and South Domestic Baggage Claim, will target travelers making Atlanta their final destination with **'Ride MARTA'** and **'Skip Traffic'** messaging and arrows directing them to the station.

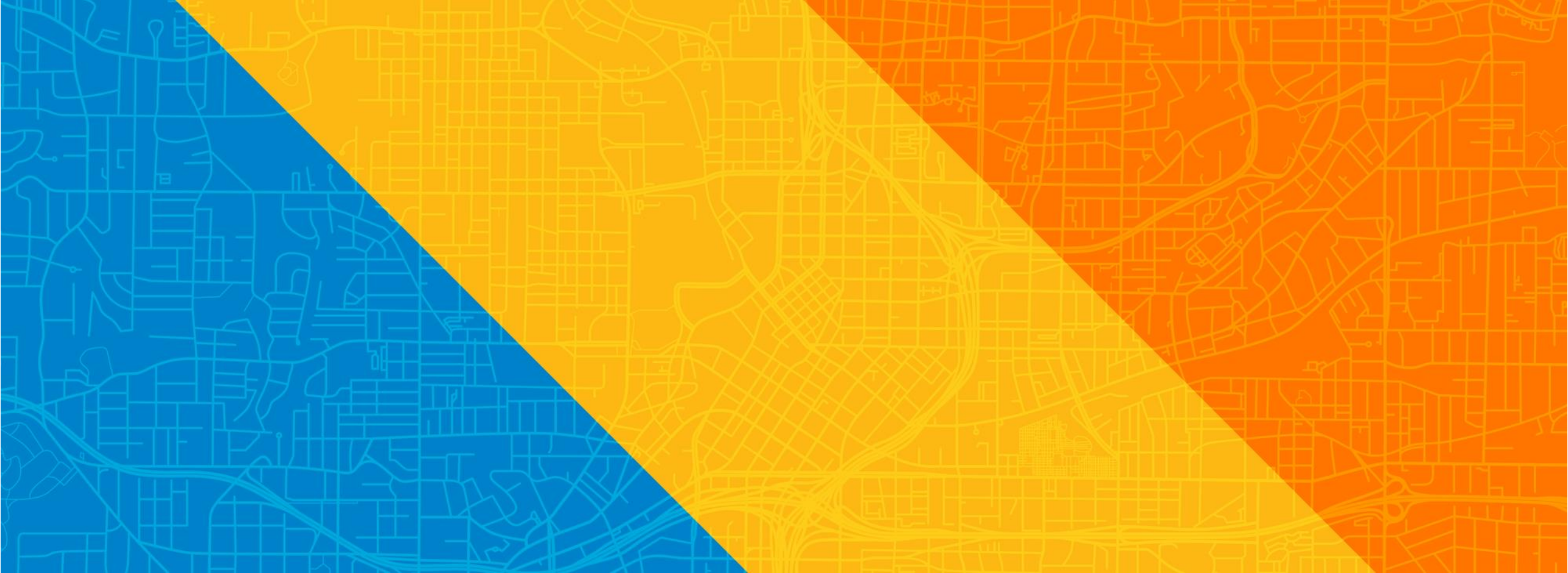
Arrivals Digital campaign launched with 19 screens across all baggage claim locations displays our 'Ride MARTA' and 'Skip Traffic' messaging.



# Grand Opening!

## ItsMARTAMerch.com





Thank You



# MEDIA IMPRESSIONS

# APTA HONORS



JULY – OCTOBER 2024



**830** IMPRESSIONS

**14** PRESS RELEASES

**80%** POSITIVE & NEUTRAL

**\$3.4M** AVE



**JULY**

# JULY



Impressions

**546,905**

Engagements

**35,291**

Post Link Clicks

**11,982**

Next Door

**565,549**

Facebook & Instagram Stories

**34,893**

Positive & Neutral

**72%**

An underwater scene featuring a large, rectangular concrete structure, possibly a building or a large container, partially covered in green algae. The structure has several dark, rectangular openings that look like windows or doorways. Numerous fish of various species are swimming around the structure. The water is a deep blue color, and the overall atmosphere is serene and natural.

**1,360 IMPRESSIONS**

**15 PRESS RELEASES**

**93% POSITIVE & NEUTRAL**

**\$1.9M AVE**

**AUGUST**

# AUGUST

Impressions

**1,345,870**

Engagements

**88,572**

Post Link Clicks

**10,523**

Next Door

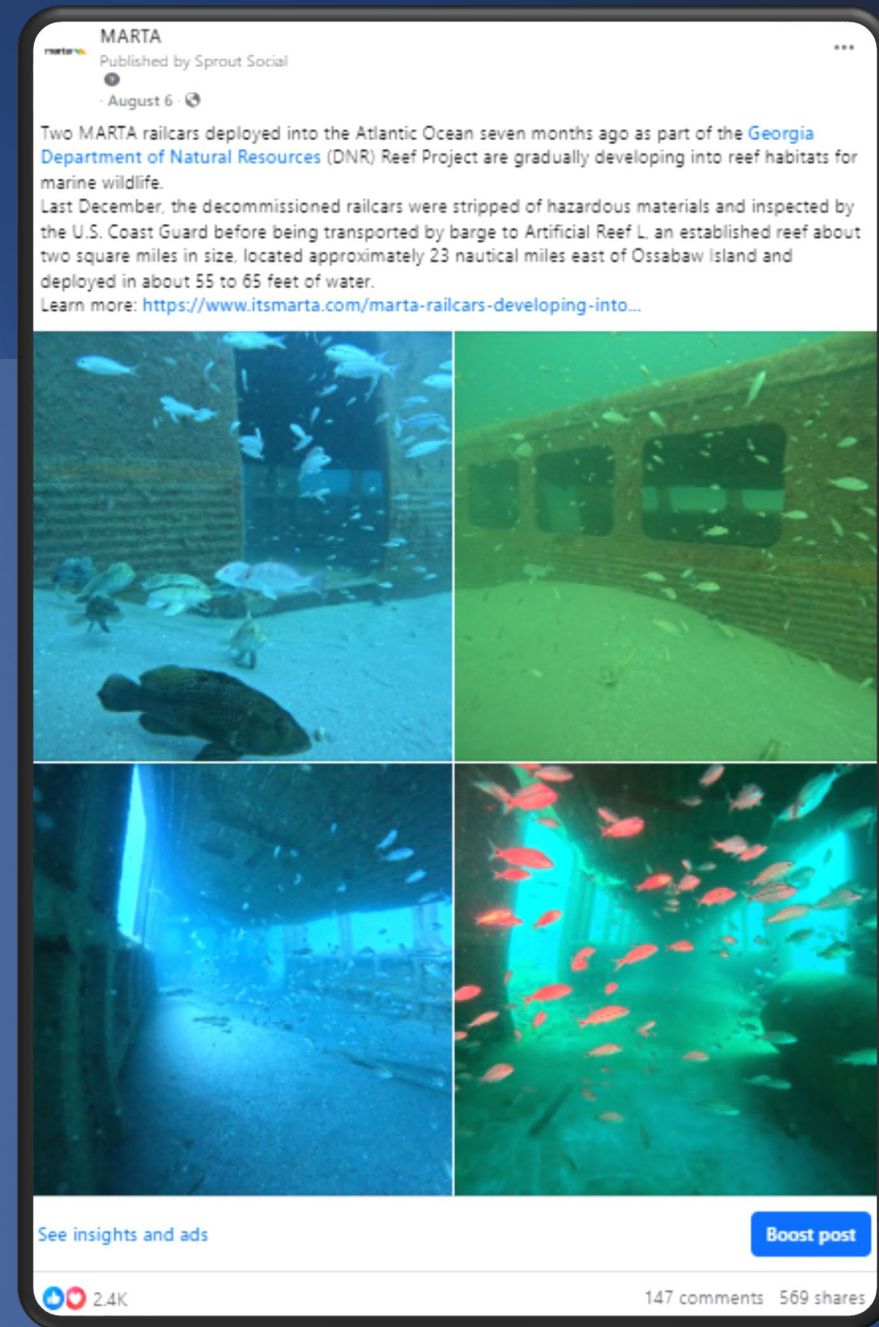
**530,232**

Facebook & Instagram Stories

**35,845**

Positive & Neutral

**68%**



939 IMPRESSIONS

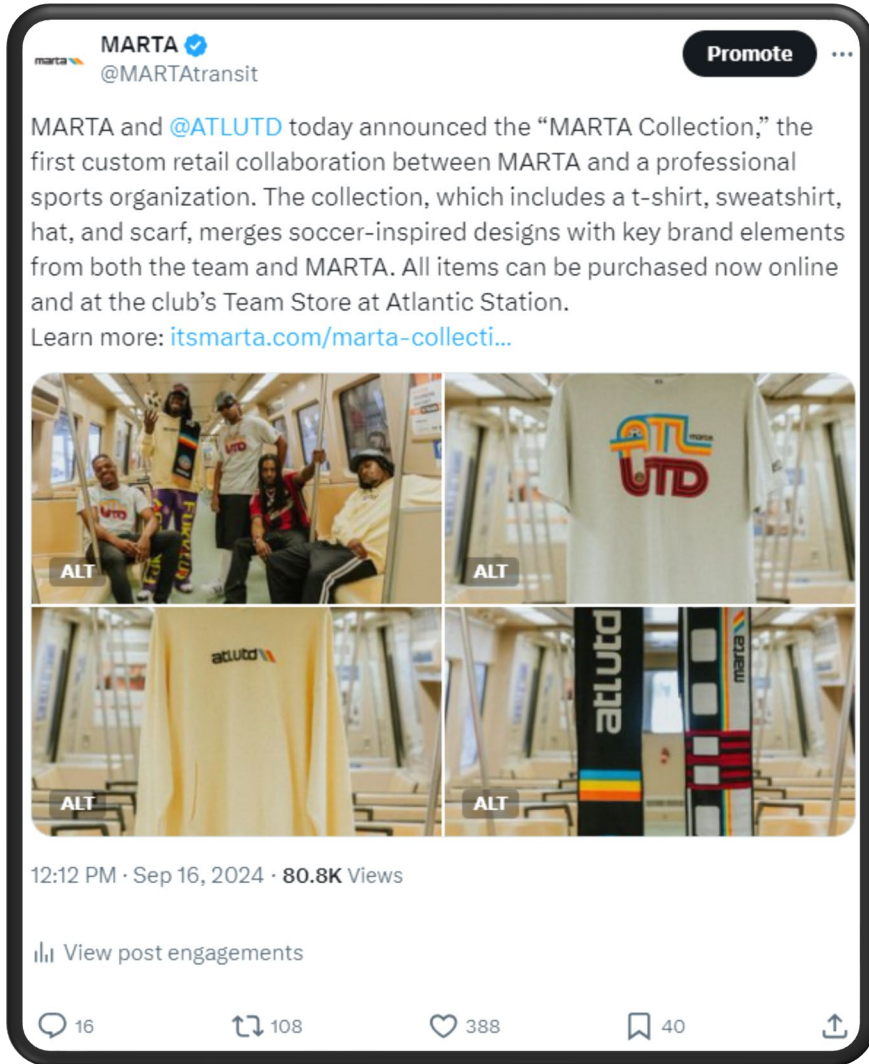
25 PRESS RELEASES

94% POSITIVE & NEUTRAL

\$2M AVE

SEPTEMBER





# SEPTEMBER

Impressions

629,478

Engagements

41,125

Post Link Clicks

12,234

Next Door

646,321

Facebook & Instagram Stories

52,337

Positive & Neutral

74%

1,250 IMPRESSIONS

18 PRESS RELEASES

100% POSITIVE & NEUTRAL

\$1M AVE

OCTOBER



# OCTOBER

Impressions

**579,705**

Engagements

**36,557**

Post Link Clicks

**13,562**

Next Door

**753,857**

Facebook & Instagram Stories

**75,028**

Positive & Neutral

**65%**





*Steer what you're led*

**marta**

MARTA CELEBRATES

**JOSEPH ECHOLS & EVELYN GIBSON LOWERY**

CIVIL RIGHTS ACTIVISTS  
MARTA Advocates

*I know pain*

*God moves angels by  
And changes cities, not for  
us... not caused but persons  
then turn out good  
Evelyn knew some  
you were some  
and hate  
love  
of causes  
pain*

1925 - 2013

*"We've come too far...  
to let anybody turn back the clock on our  
journey to justice."*

1921 - 2020

*The "Da" Crowd*

- Informed
- Involved
- Inspired

QUESTIONS