



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, NOVEMBER 16, 2023

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair Rita Scott called the meeting to order at 11:27 A.M.

Board Members

Present:

Al Pond
James Durrett
Roderick Frierson
Rita Scott
William Floyd
Valencia Williamson
Sagirah Jones

Board Members

Absent:

Freda Hardage
Kathryn Powers
Stacy Blakley
Thomas Worthy
Jennifer Ide
Jacob Tzegaegbe
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Carrie Rocha
Kevin Hurley
Peter Andrews
Ralph McKinney
Rhonda Allen
Michael Kreher
George Wright
Carrie Rocha

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Chinnette Cannida, Katherine Dirga, Stephany Fisher, Kenya Hammond, Tyrene Huff and Jennifer Larosa

2. APPROVAL OF THE MINUTES

Approval of the July 27, 2023 External Relations Committee Minutes.

Approval of the July 27, 2023, External Relations Committee Minutes. On a motion by Board Member Pond, seconded by Board Member Durrett, the motion passed by a vote of 7 to 0 with 7 members present.

3. BRIEFING

Briefing - MARTA 2024 Legislative Agenda

Jennifer Larosa, Senior Director Government and Community Affairs, provided the committee with an update on local elections and the State Legislative Agenda.

Briefing - Artbound 2023 Update

Katherine Dirga, Director Arts in Transit, presented a recap of Artbound's 2023 projects and programs.

Briefing - Media Impressions July - October 2023

Stephany Fisher, Senior Director Communication, gave the committee an overview of MARTA's media impressions for July - October 2023.

Briefing - Take MARTA to the Airport Marketing Campaign

Chinnette Cannida, Director Marketing and Sales, provided an overview of the Take MARTA to the Airport Marketing campaign during the airport south economy lot closure.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:17 P.M.

Respectfully submitted,



Tyrene L Huff
Assistant Secretary to the Board

YouTube link: <https://youtube.com/live/rfbGCan3Utl?feature=share>



Government Affairs

2024 Legislative Agenda

11.16.2023

Jennifer Larosa

Sr. Director, Government Affairs

Agenda

Local Elections

State Legislative Agenda

Election Highlights

Brookhaven

Mayor: John Park & Lauren Kiefer runoff
D1: Linley Jones & Michael Diaz runoff
D2: Jennifer Owens reelected

Morrow

Mayor: John Lampl reelected
D4: Khoa Vuong & Oscar Lanza Menjivar runoff

Stonecrest

Mayor: Jazzmin Cobble reelected
P2: Robert Turner & Terry Fye runoff
P4: George Turner reelected

Doraville

Mayor: Joseph Geierman reelected
D2P2: Carrie Armistead elected

Roswell

P1: Sarah Besson reelected
P2: Allen Sells & Michael Dal Cerro runoff
P3: Christine Hall reelected
P4: David Johnson elected

East Point

WA: Eric Friendly
WB: Carrie Ziegler & Josette Bailey runoff
WC: Myron Cook & Tremayne Mitchell runoff
WD: LaTonya Rogers & Stephanie Gordon runoff

College Park

Mayor: Bianca Motley Broom reelected
W1: Jemelle McKenzie elected
W3: Tracie Arnold elected

DeKalb SPLOST

General Election Runoff December 3



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 scheduled for revenue service in 2025. Successful operation from the beginning is critical.

- ✓ “Cameras are a more equitable, sustainable, and effective option than relying on a police officer to enforce dedicated bus lanes.” - National Association of City Transportation Officials (NACTO)
- ✓ Reduces law enforcement personnel costs and time commitment
- ✓ Provides an effective deterrent
- ✓ Reduces shoulder congestion
- ✓ Minimal construction compared to physical barriers



MARTOC Committee Meetings

Three committee meetings have been held to discuss and hear from stakeholders on noise, school zone and bus lane camera enforcement.

- ✓ Meetings Dates: 6/7, 7/27 & 10/17
- ✓ MARTOC Chair Silcox spearheading bus camera enforcement legislation



Legislative Proposal

Modifies OCGA Title 40 pertaining to motor vehicles and traffic.

- ✓ Bars non-transit vehicles from entering the **dedicated transit lane** unless authorized by a traffic control device or in an emergency.
- ✓ Permits local law enforcement to monitor and enforce transit lanes.
- ✓ Authorizes jurisdictions to engage a third-party vendor to provide automated camera enforcement services.
- ✓ Establishes GDOT as the regulatory authority and issuer for automated camera devices.



Penalties & Due Process

Violations captured by law enforcement:

- ✓ Misdemeanor
- ✓ Fine: \$50/ \$100/ \$150/ \$150 +1 point
- ✓ Mirrors "distracted driving" fines

Violations captured by automated camera:

- ✓ Civil monetary penalty
- ✓ Does not affect motor vehicle record
- ✓ Fine: \$175/\$350 + fees capped at \$25

Due Process in line with other traffic tickets



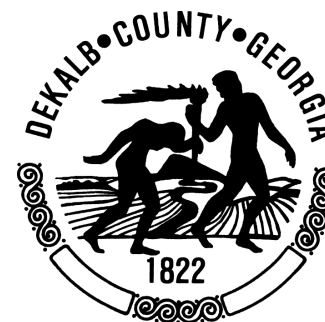
Regulation

GDOT will have the authority to issue permits and regulate the use of automated cameras.

- ✓ Local governments **must** apply for a permit to operate per GDOT's "rules and regulations" and are subject to inspection.
- ✓ Revenue is not considered in evaluating applications but is collected by local jurisdictions and must be used "to fund public safety initiatives or maintenance of transit vehicle lanes or both."
- ✓ Visible signs must forewarn motorists.



Georgia Department of Transportation



BRT Enforcement Coalition

Gwinnett Chamber



SIERRA CLUB
GEORGIA CHAPTER

Other State Legislation to Monitor

- ✓ Changes to CDL permits and processes that would benefit transit
 - ✓ Eg. expansion of CDL language test to Spanish
- ✓ Tort reform

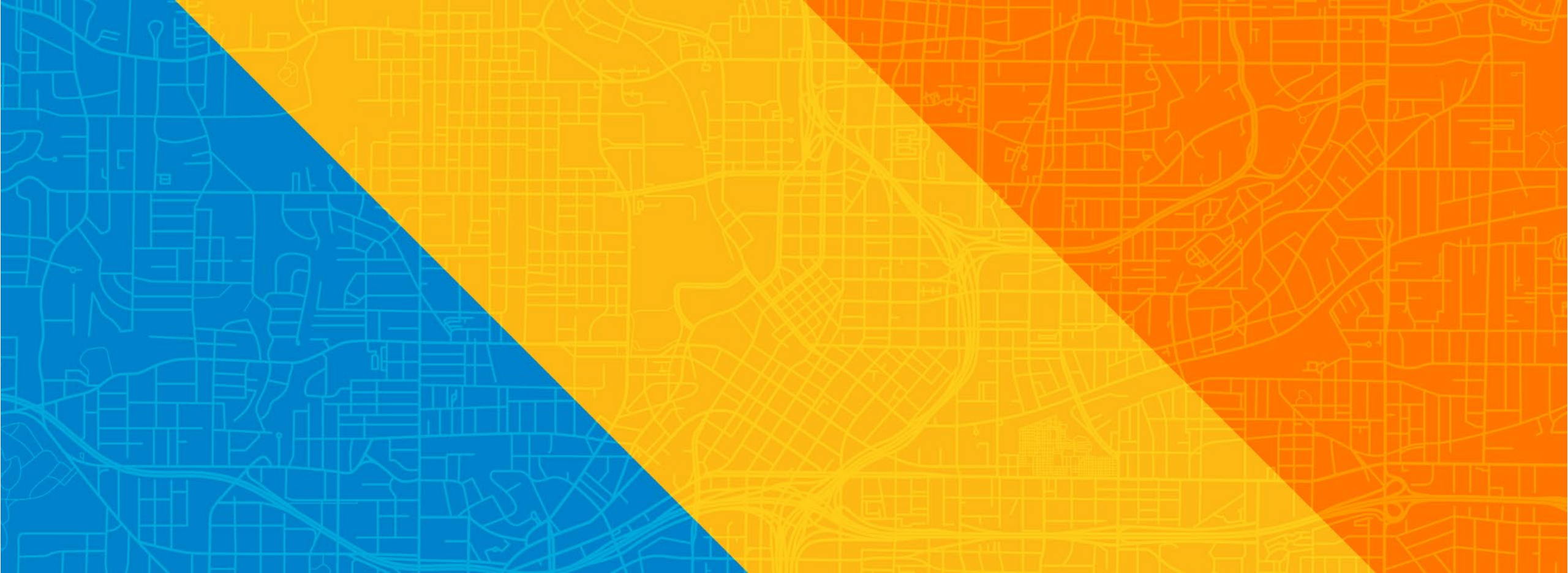


Cultivating Champions

Create champions with more ongoing MARTA contacts and engagement

- ✓ Hosting officials at IOC and HQ
- ✓ 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



ARTBOUND

2023 Annual Recap

marta[®]

 **Artbound**

2023 – 2025 MARTA Council for the Arts



Briana X. Camelo
Public Art Program Manager
Atlanta Office of Cultural Affairs
City of Atlanta



Brian Hebert
Executive Director
Arts Clayton
Clayton County



Aixa Pascual
Senior Communications Strategist
Atlanta Regional Commission
North Fulton Co



Christopher Swain
Public Art Project Coordinator
City of East Point
South Fulton Co



Dorian McDuffie
Public Art Program Manager
Atlanta City Studio
South Fulton Co



Erika Smith
Microsoft Philanthropies
Sandy Springs
North Fulton Co



Franco Bejarano
Artist, Clinical Social Worker
Intown Collaborative Ministries
Fulton County



TeMika Grooms
Artist, Writer, Designer
Dekalb County



Josh Phillipson
Member Ex-Officio
Principal Arts and Culture Specialist
Atlanta Regional Commission
Dekalb County

January: NEA Chair Maria Rosario Jackson visits Atlanta for Public Art Roundtable



Partnership with Perimeter CIDs and

City of Dunwoody

Parking Garage Mural: *Flora Chroma*





The Team



The Challenge



marta

DR
AS

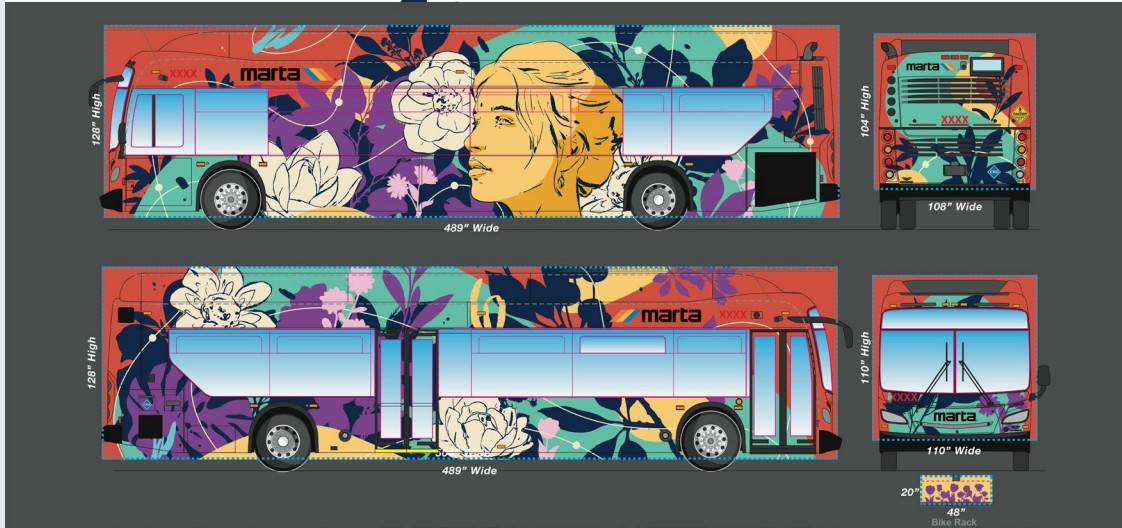


Justice Exhibit

Emory University Science Gallery

Atlanta MARTA - 40'NewFlyer-Xcelsior (1600series) - Full Wrap-wModified Full Back
1/10th Scale - 600 ppi (final output 60 ppi @ 100%)

QUESTIONS:
production@intersection.com



SCIENCE GALLERY

EMORY UNIVERSITY

marta Day[®]

1404 marta

10AM / 5PM
07.15.2023

Join us in highlighting our **DESTINATIONS** project for our **JUSTICE** exhibition.

atlanta.sciencegallery.com/justice

@scigalleryatl

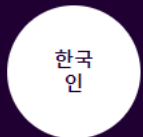
Partnership with Fulton County Arts Commission: Public Art Futures Lab





the tapestry of travel

Choose your language:



Next



the tapestry of travel

A collaborative project by Sarah
Lawrence for the Public Art Futures
Lab and MARTA Artbound

This 4-question quiz will be used to
create a piece of art using AI-
technology, and join the thousands
of other images being co-created
by fellow MARTA riders.

Start

Where are you going right now?

Everyone's day is different. Please
choose the closest answer.



Work



School



Shopping



Medical



Social



Dining



Recreation



Travel



Other

Next

How are you feeling?

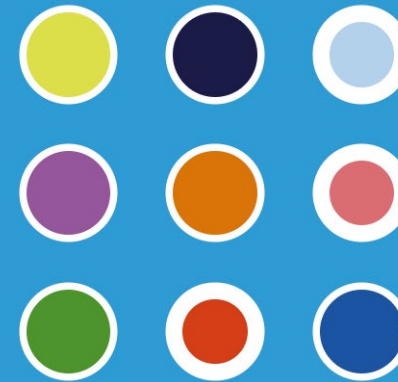
In a few words, let us know how you are feeling in this moment.

Excited to see my friends

Maximum: 30 characters

Next

What color would you use to describe how you're feeling?



Next



**the tapestry
of travel**

Thank you.

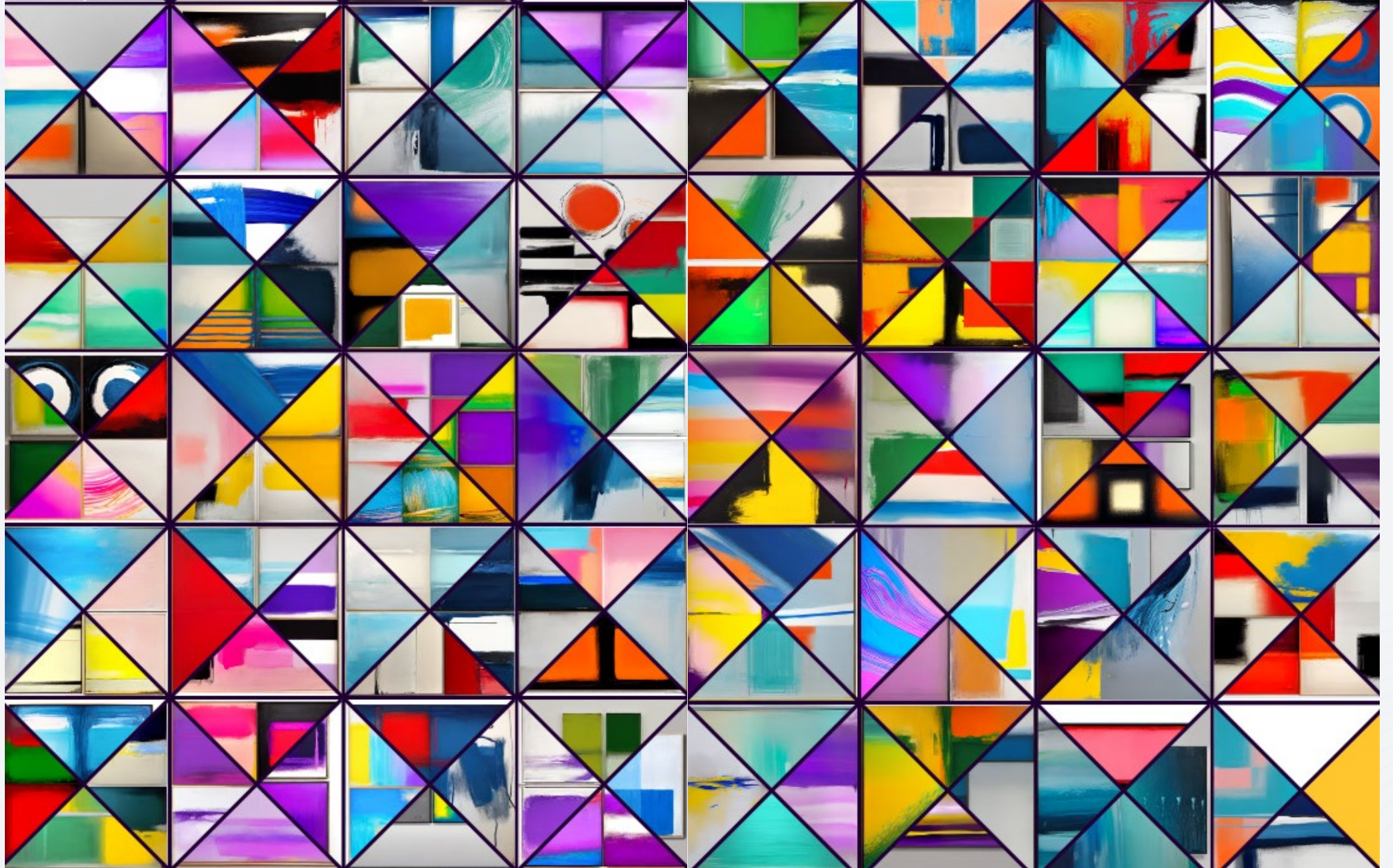
We've sent this information to
our AI artist and your piece will
be visible shortly, usually within
a few minutes.

Follow the links below to see your
piece on its own or in the full
tapestry.

Generating...

View the tapestry





www.mos.pt10mati.com

Artbound

MAKE ART WITH MARTA!

(TAKES ONLY 5 MINUTES!)

Create artwork with Artificial Intelligence, no technical skills required!

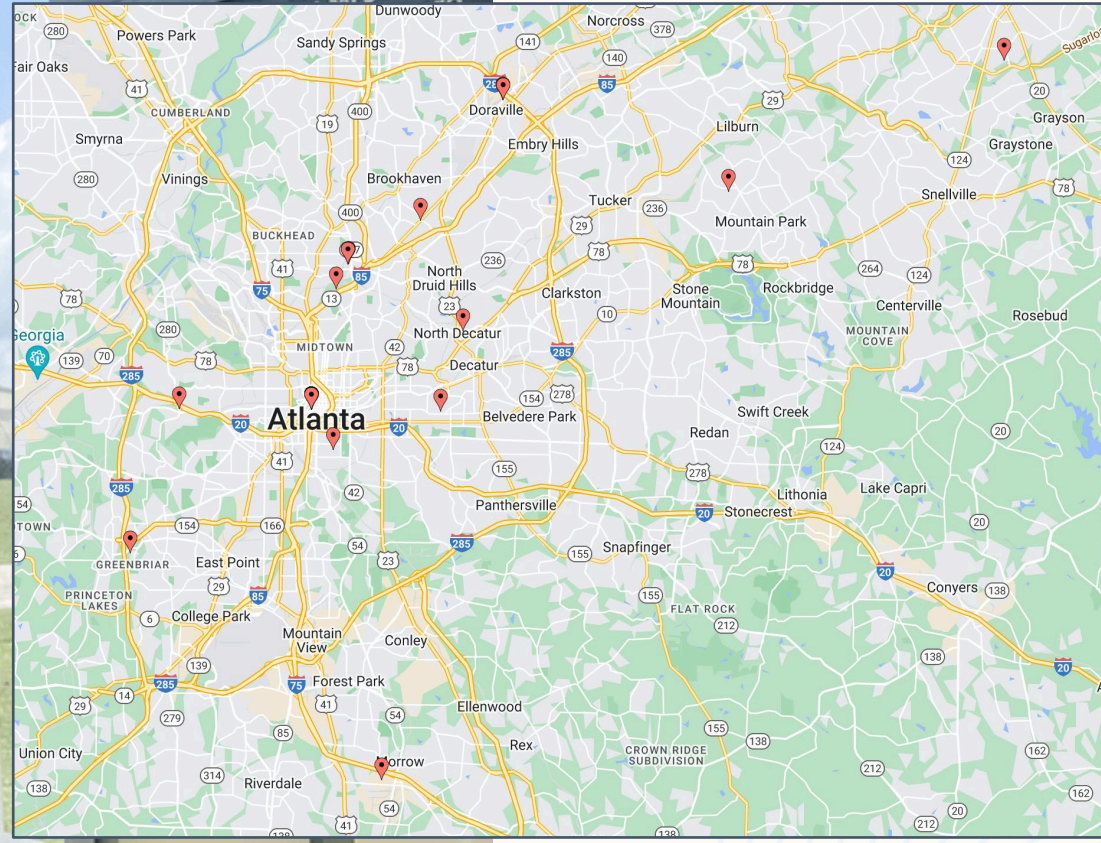
Join designer Sarah Lawrence, the Fulton County Public Art Futures Lab, and MARTA Artbound to create a piece of artwork based on your journey and how you're feeling at any moment.

- Scan here to start creating artwork
- Experience digital paint composition in real time when the car
- Quit it any day! It's free for you to get right back!
- Scan to your customer's order the destination
- ART BOUND: YOUR JOURNEY MATTERS
- © 2023 ARTBOUND.PA



the tapestry of travel

marta



KENNY LEON'S true colors THEATRE COMPANY

marta Artbound

MASH UP: THE BELOVED COMMUNITY

MUSIC IN COMMON
Connect. Create. Amplify!

MONDAY
APRIL 10
4:30-5:30PM

WEST END STATION
680 LEE ST.
ATLANTA, GA 30310

MUSIC AND SPOKEN WORD INSPIRED BY
MLK'S VISION OF THE BELOVED COMMUNITY

CC Sunchild
Caroline Herring
Destiny Renee
Leah Calvert
Okorie "Ok Cello" Johnson

BLACK LIVES MATTER

VISIT WWW.TRUECOLORSTHEATRE.ORG FOR MORE INFO.

KENNY LEON'S

true colors

THEATRE COMPANY

KENNY LEON'S true colors THEATRE COMPANY

marta Artbound

MEDITATIONS ON THAT SERIOUS HE-MAN BALL

TUESDAY
SEPT. 26TH
4:30 PM - 5:30 PM

FIVE POINTS STATION

VISIT TRUECOLORSTHEATRE.ORG FOR MORE INFO

JUNE 6
4:30-5:30PM

30 ALABAMA ST SW
ATLANTA, GA 30303

THE WIZ

Eases on Down to Five Points!

marta Artbound

KENNY LEON'S true colors THEATRE COMPANY

marta Artbound

SPOTLIGHT ARTIST

S. RENEE CLARK

WEST END MARTA STATION
DATE: 05/18/2022
TIME: 4:00PM - 5:00PM

MASH UP

CLASSICAL POWER

A mash up of opera and spoken word celebrating this season of family and gathering with loved ones.

WEST END MARTA STATION

DATE: 11/08/2023

TIME: 4:00PM - 5:00PM

VISIT TRUECOLORSTHEATRE.ORG FOR MORE INFO

KENNY LEON'S true colors THEATRE COMPANY

marta Artbound

ATLANTA Va3do

2023 Series

Little Amal: One Thing to Take
**Partnering with City of Decatur,
Center for Puppetry Arts and
Flux Projects**





717 Lee St SW
Atlanta, Georgia
Google Street View
Jan 2023 See more dates



ATL DOT Partnership : Protected Bike Lane



Ashley Bella and ArtzyBella Team

MEET THE ARTISTS



CHARITY HAMIDULLAH



LEAH ABUCAYAN



LEAH ARUBICANYAN | MURAL PROPOSAL

DESIGN CONCEPT

It seemed only fitting to include a tandem bike for a bike lane. Each person working in unison to show community and represent a little part of the West End from the sports, street art, vegan shops, etc.













**November 21
Center for Civil and Human Rights:
Premiere of**

The NEXT Movement, Season 1
A WABE Original Documentary

Televised and Streaming on:

WABE-TV

PBS Digital Studio

2024 Lineup Announced February!

THANK YOU!

The background features a large orange circle on the right side, partially overlapping a dark blue circle on the left. The dark blue circle is mostly obscured by the orange one. In the top right corner, there are several white concentric curved lines that appear to be part of a larger circular pattern.

WELCOME TO MEDIA IMPRESSIONS



1648

marta

EXIT 59B
EXIT 59A
Old National Highway
South Fulton Parkway
EXIT 1/2 MILE
EXIT 1/2 MILE

MOVE ACCIDENT VEHICLES FROM TRAVEL LANE

SO SO 2025
COLLIPARK
GEORGIA

SO SO DEF
10

50
2025

JULY - OCTOBER
2023

SUMMER BREEZE

July



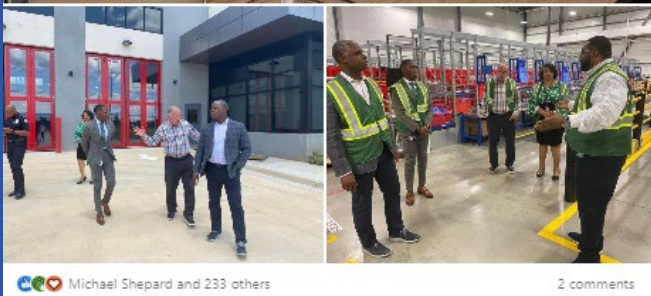
NEWS MEDIA

2,100 Impressions
96% Positive & Neutral
\$4.5M AVE
Peachtree Road Race

MARTA (Metropolitan Atlanta Rapid Transit Authority)
 16,924 followers
 3mo

MARTA's General Manager and CEO Collie Greenwood discussing the future of transit in Clayton County with city officials.

Repost:
 @cityofforestparkga
 Yesterday, the city welcomed #MARTA's General Manager and CEO Collie Greenwood, who joined officials for an in-depth discussion on the future of #transit and ways to better improve transportation options for constituents who live and work in #ClaytonCounty. The visit also included a personal tour of the new Gillem Public Safety Building, as well as Kroger's massive Customer Fulfillment Center located right here in #ForestPark.



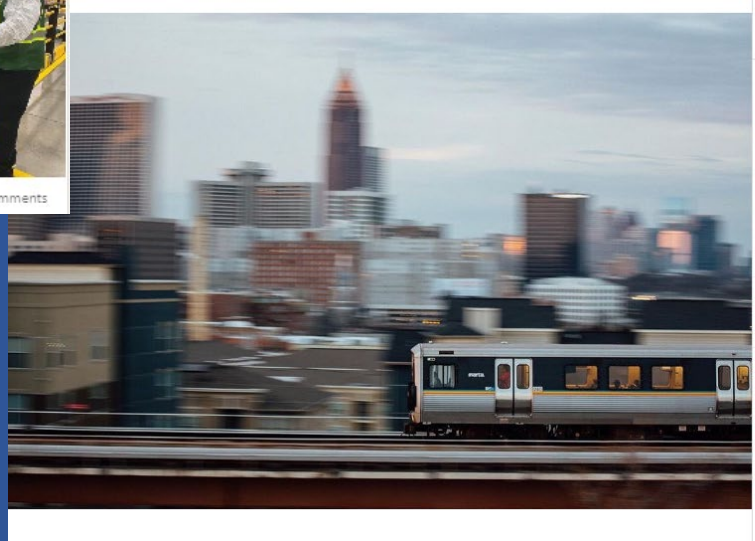
Michael Shepard and 233 others 2 comments

MARTA
 @MARTAttransit

MARTA moved approximately 40,000 people for the 54th @ajcpr, on Tuesday, July 4. MARTA provided early rail and bus service, shuttle buses, first-time fare stickers, and Breeze Mobile 2.0 for seamless race day transportation.
 Learn more: bit.ly/44uL95s

4:08 PM · Jul 5, 2023 · 1,607 Views

View post engagements



martatransit
 Atlanta, Georgia

martatransit Edited • 13w
 This photo of a MARTA train was a career changing moment for @chrishouse_. The iconic photo, taken in 2017, led to full-time freelance work and a meeting with an agency that eventually led the photographer to San Diego. House is grateful to the City of Atlanta

View insights Boost post

785 likes
 JULY 31

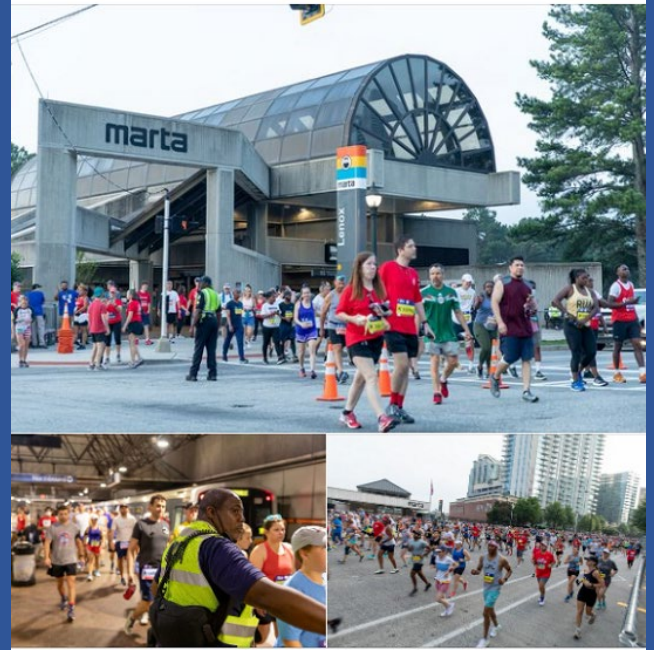
Add a comment...

MARTA
 Published by Sprout Social · July 3

It's an exciting day tomorrow (7/4) in Atlanta! 🏃🏃🏃 Runners from all over the world are gathering for the AJC Peachtree Road Race, the world's largest 10k! Skip the hassle of parking and take MARTA to the start of the race and hop back on to get home. Visit <https://www.itsmarta.com/july4th.aspx> to plan your trip, view fare information, train schedules, and bus reroutes.
 #MARTAMovesAtlanta

See insights and ads Boost post

88 7 comments 25 shares



SOCIAL MEDIA

323,947 Impressions
17,307 Engagements
3,208 Post Link Clicks

marta

Dome-
GWCC-
Philips Arena-
CNN Center
Transit
Station



RENAISSANCE FARE

August

NEWS MEDIA

1,700 Impressions

89% Positive & Neutral

\$8M AVE

Beyoncé Concerts



SOCIAL MEDIA

671,306 Impressions
42,824 Engagements
6,690 Post Link Clicks

martatransit
Outkast • Elevators (Me & You) (Radio Edit)

martatransit 10w
📍 Five Points Station
📅 Friday, Aug. 18 @ 3 PM

Join us today for our MARTA Customer Appreciation Event! There's something for everyone to enjoy! Participate and 📸 Take a pic at our hip-hop themed photo booth 🎡 Spin the prize wheel for a chance to win a limited edition #HipHop50 MARTA Breeze card or MARTA swag 🎧 Check out music from your favorite artists throughout the decades by DJ @sedthesaint!

[View insights](#) [Boost post](#)

📍 504 likes
AUGUST 18

[Add a comment...](#)

MARTA is at Mercedes Benz Stadium.
Published by Instagram • August 11 • Atlanta • 🌐

Everyone is arriving for #BeyDay Night One in the ATL! Skip out on traffic and expensive parking & rideshare tonight. MARTA's providing the #BeyHive with a fast, easy, and 'Cozy' ride to the @mercedesbenzstadium! #RenaissanceWorldTour



[See insights and ads](#) [Boost post](#)

👍❤️ 995 72 comments 105 sh

The #BeyHive chose MARTA to get to the Beyoncé #RenaissanceWorldTour at Mercedes-Benz Stadium and we were ready for them with extra trains and special bus shuttles. We move this city! Thanks for riding with us and we'll see you again on Monday night. See details here: <https://lnkd.in/gbgrYqV>

Thanks For Riding With Us To Beyonce

👍👍👍 Adam Shumaker and 319 others 5 comments • 16 reposts

MARTA
@MARTAttransit [Promote](#)

Trains.

Amtrak

11:44 AM • Aug 3, 2023 • 18.8K Views

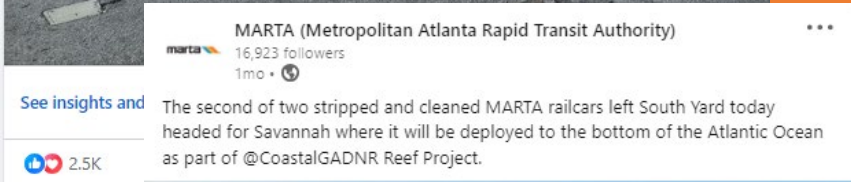
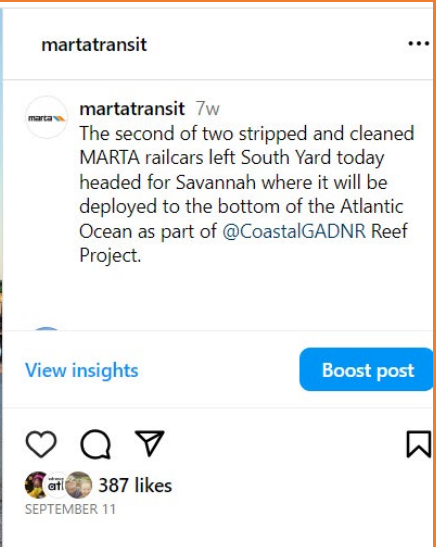
THE SEA TEAM

September



NEWS MEDIA

997 Impressions
100% Positive & Neutral
\$8M AVE
Reefing Project



SOCIAL MEDIA

1,432,870 Impressions
63,661 Engagements
2,111 Post Link Clicks

KICK-OR-TREAT October



NEWS MEDIA

1,150 Impressions
99.8% Positive & Neutral
\$7.7M AVE
East Lake StationSoccer

MARTA
Published by Sprout Social · October 27 at 12:24 PM · 🌐

1971
MARTA'S VERSION

75-Tucker Limited

marta

See insights and ads

👍👍👍 1.8K

MARTA
@MARTAttransit

Promote

1971
MARTA'S VERSION

75-Tucker Limited

marta

4115

11:53 AM · Oct 27, 2023 · 12.7K Views

👤 View post engagements

🗨️ 3 🔄 52 ❤️ 317 📌 4 📤



martatransit
Drake, 21 Savage · Rich Flex

martatransit Edited · 1w
👤 What an unforgettable night! We were honored to have @21Savage and friends ride MARTA to celebrate his Throwback Atlanta birthday bash at @underground_atlanta! 🎉 Wishing 21 Savage a year filled with success, happiness, and more memorable moments! #21SavageTakesMARTA #21ThrowbackATLMARTA

theashleybella 1w
👍👍👍

View insights Boost post

👍🗨️📌

👤🌐🌐 1,183 likes
OCTOBER 22

👤 Add a comment...

MARTA (Metropolitan Atlanta Rapid Transit Authority)
16,924 followers
1w · 🌐

It was a #SundayFunday at Atlanta Streets Alive! We had a blast soaking up the sun and enjoying car-free activities in downtown Atlanta. Save the date for the final Atlanta Streets Alive of 2023 on Sun., Nov.12. Don't miss it!

SUNDAYS FALL 2023

Anthony Thomas and 86 others

3 comments · 3 reposts

SOCIAL MEDIA

671,306 Impressions
42,824 Engagements
6,690 Post Link Clicks

QUESTIONS





"Take the Train to the Plane"
Paid Media Campaign
11/16/2023

Chinnette Cannida
Director of Marketing



MARTA makes one of the best transit connections to the Airport

The Opportunity

- Raise awareness about MARTA offering direct rail service to the world's busiest airport.
- Raise awareness of MARTA's affordable long-term parking.
- Increase ridership by positioning MARTA as the most affordable and fastest option for getting to and from the airport.



Free Daily Parking
up to 24 Hours
"With Validated Parking Ticket"

LONG TERM PAY PARKING

\$8.00 / 24 Hr. period, or
any part thereof
Cash & Credit Cards
ONLY Accepted
PATRONS ONLY

MARTA is not
responsible for
damage, theft
or loss.

*Long Term Parking
Will Cost \$8.00 For
Each Day Parked
Including First Day

PARKING FEE RULES

Lot Reserved for
Daily Commuters
and Long Term
Parking Only.

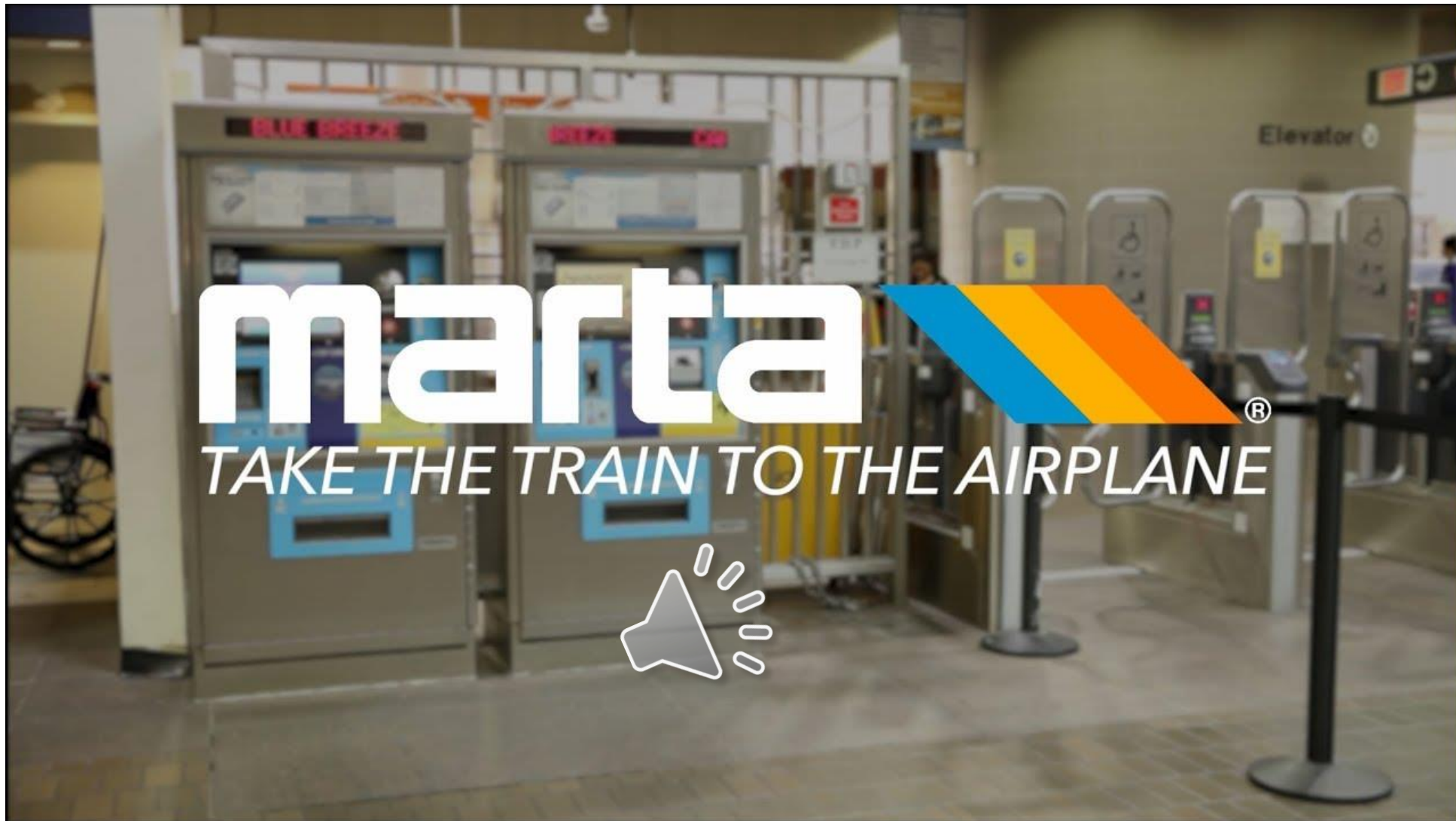
Vehicles Parked
Longer than 24
Hours will be
Charged the Long
Term Parking Fee.

Campaign Timeline

Six-week campaign starting 11/18

- Radio & Digital Display: 11/18 – 12/30
- Social Media: In progress
- Email Marketing: 11/21, 12/5, 12/21
- Breeze Mobile 2.0: 11/20-28, 12/19-26

Radio Spots (1.1M Audience Reach)



Digital Display Banner Ads (1.5M Impressions)





Social Media (130K Impressions)



jasonjpaul It's absolutely incredible to me that Atlanta is one of the only major cities with a truly direct subway line all the way into the airport. It's an absolutely massive convenience, I love it.

2w 16 likes Reply

— View replies (6)



spunpeto We need one to go to the international terminal

2w 3 likes Reply

— View replies (3)



christina_nancy Any update on when the airport Marta construction will be complete?

2w 2 likes Reply

— View replies (1)



trevd0g41 Marta is the place to be when flying

2w 3 likes Reply



katrezsurvivor I appreciate Marta as a Disabled vet because it gives me the option to save gas and get to the airport and home. Thank you Marta and your workers for all you do.

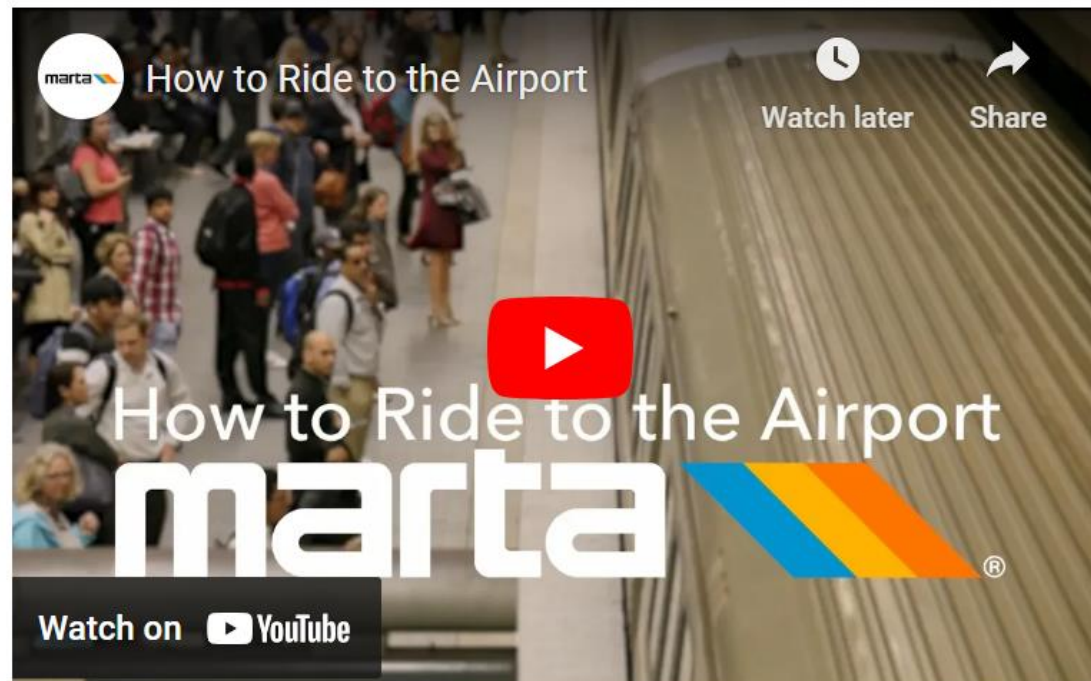
2w Reply



Email Marketing (Audience Size: 127K)

Catching Your Flight Is Easy with MARTA

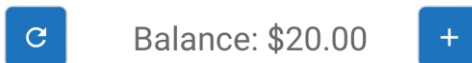
Whether you're heading out of town or here for a visit, MARTA takes the hassle out of going to the airport.



Breeze Mobile 2.0 Banner Ads (121K Users)



VALIDATE

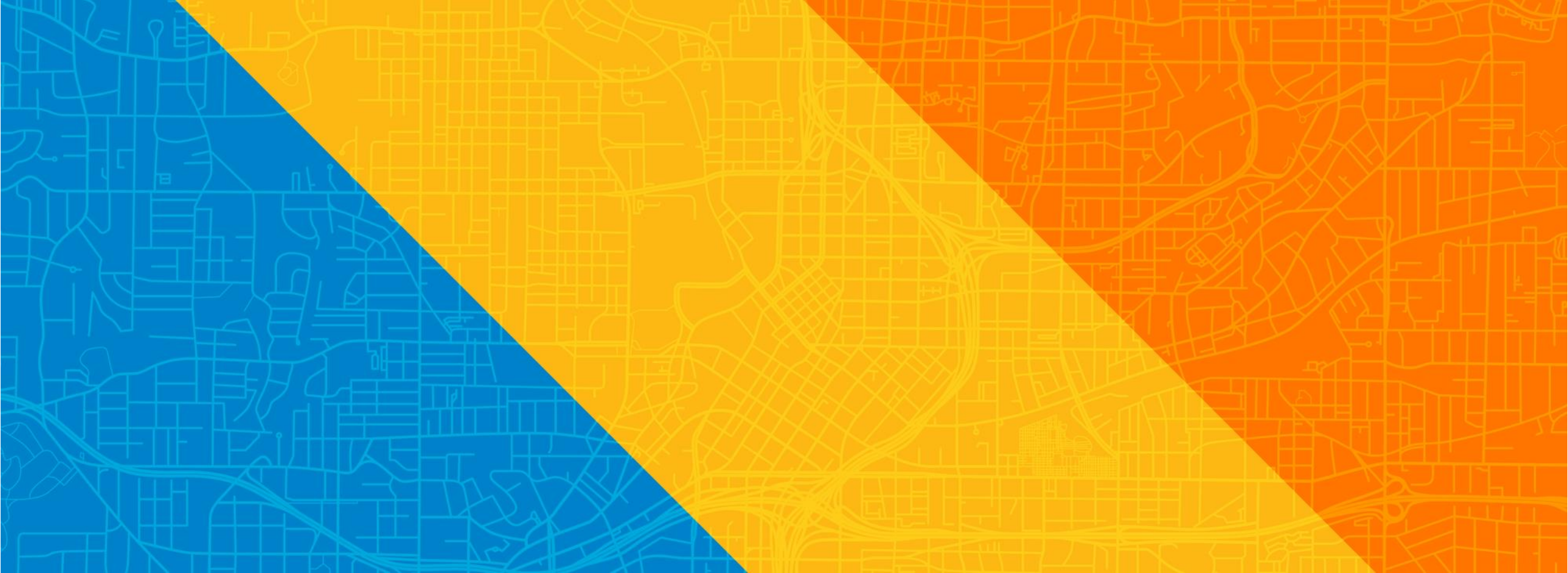


Multi-Channel Activations

Budget - \$121,500

- Local Radio Advertisement - \$113K
- Targeted Digital Display - \$7K
- Social Media - \$1500
- Email Marketing
- Breeze Mobile 2.0 In-App Banner Ads





Thank You

