



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, JANUARY 23, 2025**

**ATLANTA, GEORGIA**

**MEETING SUMMARY**

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

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, 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**

**Government Affairs Update**

Jennifer Larosa, Senior Director Government Affairs provided an update of MARTA's legislative agenda and engagement.

**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.

YouTube link: [https://www.youtube.com/live/ls8YhGWqWZI?si=\\_nCGShqgtUmIDod8](https://www.youtube.com/live/ls8YhGWqWZI?si=_nCGShqgtUmIDod8)



# **External Relations Committee Government Affairs Update**

January 23, 2025

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



## KEY ITEMS

### Adjournment Calendar Passed

- ✓ March 6<sup>th</sup> – Crossover Day (Day 28)
- ✓ April 4<sup>th</sup> – 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**



**2<sup>nd</sup> 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](http://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**





**marta** 



FOR MORE DETAILS VISIT: THEKINGC

2025 KING

**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

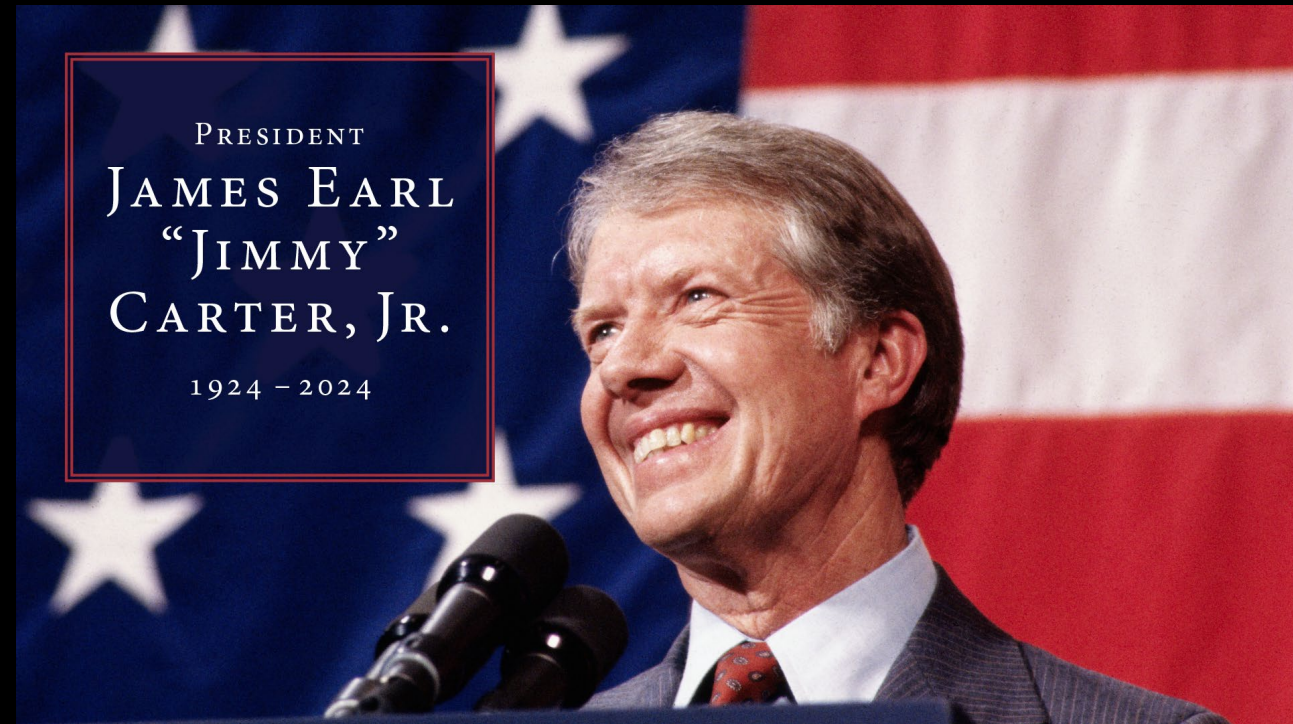


**President Jimmy Carter  
Viewing Transportation Plan  
Marketing & Communications**



# 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

The screenshot shows a landing page with a dark blue background. At the top, there are two event listings for 'Chick-fil-A Peach Bowl FanFest' and 'Chick-fil-A Peach Bowl Game' on Wednesday, Jan. 1. Below these is a 'MARTA NYE Details' button. The main section is titled 'Tap and Go at the faregates with your' and features images of Apple and Google Wallet. A hand is shown holding a smartphone displaying the MARTA app. Below this is a 'Learn How' button. The bottom section features a portrait of President Jimmy Carter with the text 'PRESIDENT JAMES EARL "/>



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.

The screenshot shows a landing page with a dark blue background. The main heading is 'Tap and Go at the faregates with your' followed by images of Apple and Google Wallet. A hand is shown holding a smartphone displaying the MARTA app. Below this are the logos for Apple Wallet and Google Wallet.





**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.

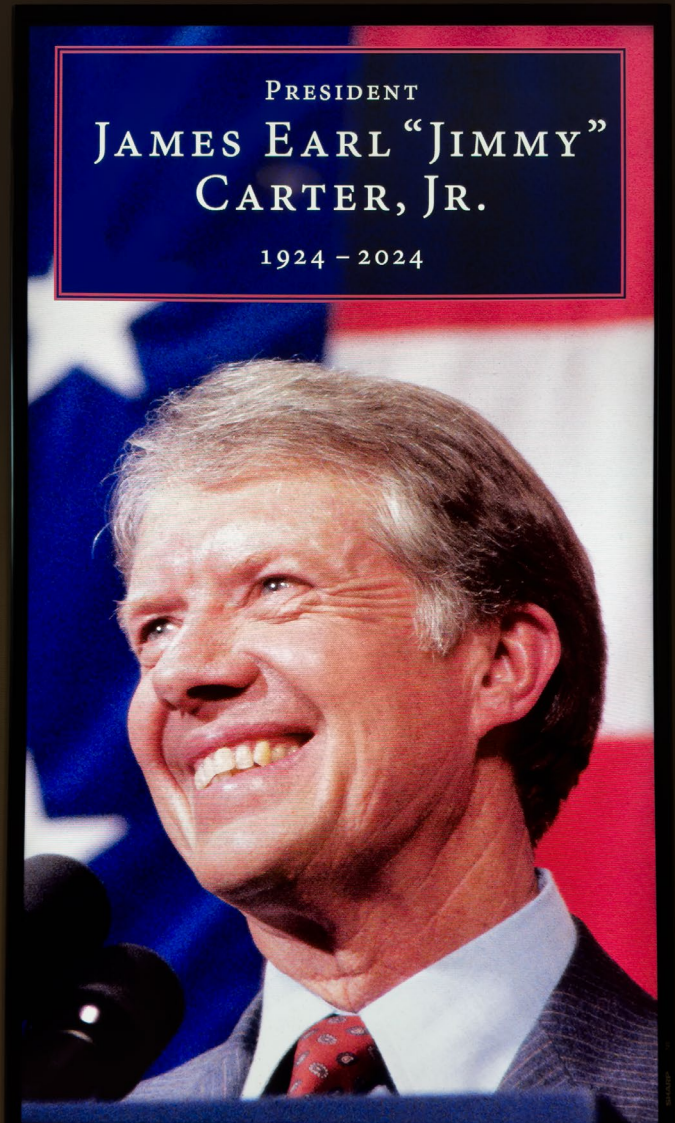


## Wayfinding Signage: to direct mourners to take the free shuttle to The Carter Center and provide key event information





**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

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  
If 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 mentioned us most?

FOX5  
WANF  
WSB Radio  
11Alive

Who shared the most information?

MARTA  
The Carter Center  
Downtown Atlanta Breaking News  
National Park Service



# SOCIAL MEDIA

MARTA is at King Memorial MARTA Station.  
Published by Instagram  
January 1 at 9:38 AM · Atlanta · 🌐

President Jimmy Carter will lie in repose at The Carter Presidential Center from Saturday, Jan. 4 to 6 a.m. Tuesday, Jan. 7. For those wishing to pay their respects, you MUST take MARTA to King Memorial Station and board a free shuttle to The Carter Center.

The shuttles will run every 3-5 minutes around the clock beginning at 6 p.m. on Saturday, Jan. 4 through 6 a.m. on Tuesday, Jan. 7. Rail service will operate continuously during this time. The shuttle is free, but you mu... See more




See insights and ads [Boost post](#)

👍👍👍 78 9 comments 60 shares

**Impressions**  
132,940

MARTA (Metropolitan Atlanta Rapid Transit Authority)  
21,630 followers  
4d · 🌐

Today, we gather at King Memorial Station, united in our respect and admiratic former President Jimmy Carter. As visitors make their way to pay tribute at The Carter Center, we reflect on the extraordinary legacy he leaves behind, a ...mor



Anthony Thomas and 102 others  
6 comments · 1 repost

**Engagements**  
2,637

MARTA   
@MARTAttransit [Promote](#)  

To pay your respects to President Carter, take MARTA to King Memorial Station and board a shuttle to The Carter Presidential Center. Shuttles will run every 3-5 minutes around the clock beginning at 6 p.m. Sat. Jan. 4 to 6 a.m. Tue. Jan. 7. Rail service will operate continuously during this time.



9:32 AM · Jan 1, 2025 · 12.5K Views

 View post engagements

 2  19  58  1 

**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

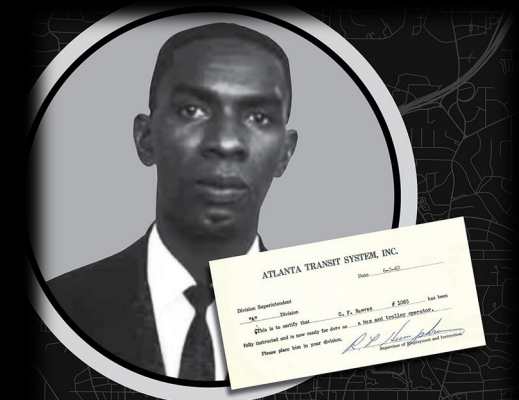
Transit Equity Day

NextGen Bus Network

Airport campaign

[Itsmartamerch.com](http://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.

