



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, JULY 25, 2024

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair Rita Scott called the meeting to order at 11:55 A.M.

Board Members

Present:

Al Pond
Freda Hardage
James Durrett
Roderick Frierson
Rita Scott
Stacy Blakley
Sagirah Jones

Board Members

Absent:

Kathryn Powers
Thomas Worthy
William Floyd
Valencia Williamson
Jennifer Ide
Jacob Tzegaegbe
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Peter Andrews
Ralph McKinney
Rhonda Allen
Kevin Hurley
Michael Kreher
George Wright

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Stephany Fisher, Kenya Hammond and Tyrene Huff

2. APPROVAL OF THE MINUTES

May 23, 2024 External Relations Committee Meeting Minutes

Approval of the Minutes from May 23, 2024 External Relations Committee Meeting. On a motion by Board Member Blakley, seconded by Board Member Jones, the motion passed by a vote of 7 to 0 with 7 members present.

3. BRIEFING

Media Impressions: March - June 2024

Stephany Fisher, Senior Director Communications, provided the Committee with an overview of MARTA's media impressions from March - June 2024.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:06 P.M.

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

MEDIA IMPRESSIONS

March – June 2024

External Relations Committee



MARCH

National Transit Employee Appreciation Day

16 Press Releases

- *Rapid* Southlake Open House
- Women's History Month Artbound Performances
- Autism Transit Project
- Airport Closure Press Conference
- Indian Creek TOD Open House
- East Lake Pedestrian Bridge Call for Artists
- Page Turners Make Great Learners Event

1,100 Impressions

\$500,000 Advertising Value Equivalent

98.3% Positive & Neutral in Tone



19 Press Releases

Airport Station Closure

Campbellton FTA TOD Development Grant

Rapid Bus Shelters Call for Artists

Earth Week Events

Rail Station Murals Call for Artists

1,230 Impressions

\$2M Advertising Value Equivalent

100% Positive & Neutral in Tone

APRIL

Juanita Jones Abernathy Bus



MAY

APTA Bus Safety Gold Award

15 Press Releases

- New Riders' Advisory Council
- Reduced Fare Pop Ups
- *Rapid* Southlake Alignment
- Airport Station Reopens
- Atlanta United Brand Partnership
- Indian Creek TOD Rezoning

1,040 Impressions

\$1.6M Advertising Value Equivalent

98.5% Positive & Neutral in Tone



13 Press Releases

MPD APTA Gold Award

Artbound Black Music Month

FY2025 Budget Adopted

Five Points Transformation Paused

Peachtree Road Race Service

MARTA Markets Summer Season

Atlanta Streets Alive

1,900 Impressions

\$6M Advertising Value Equivalent

100% Positive & Neutral in Tone


JUNE

Copa América Watch Party



MARTA
Published by Sprout Social
March 1

MARTA celebrates the groundbreaking women who were the first to operate buses in 1975. MARTA History is Women's History. #WomensHistoryMonth2024



MARTA CELEBRATES
WOMEN'S
HISTORY MONTH

marta

See insights and ads [Boost post](#)

MARTA
@MARTAttransit
Promote

Happy #SolarEclipse Day!! #SolarEclipse2024

A solar eclipse occurs when a much smaller object travels between the sun and something much larger.

For example:





17 AM · Apr 8, 2024 · 122.9K Views

View post engagements

27 487 1.4K 52

May 9

Every MARTA transit-oriented development includes affordable housing and we've been busy! There are 153 new units at Edgewood/Candler Park and King Memorial, 330 units under construction at Kensington and Avondale, and 1,500 affordable units in planning or procurement at H.E. Holmes, Kensington, Indian Creek, Oakland City, Arts Center, and North Avenue. #affordablehousing





See insights and ads [Boost post](#)

248 102 comments 34 shares

Published by Sprout Social
May 10 at 1:52 PM

MARTA is excited for tonight's Copa América match and will provide increased rail service after the game to get you home quickly and safely. You may have noticed inaccurate train arrival times and delays after Saturday's Atlanta United game. A computer glitch hit our communication system and we couldn't let you know trains would arrive every 7-12 minutes as they will be tonight. We're sorry about that and making MARTA your game-day ride!



See insights and ads [Boost post](#)

19 comments 7 shares

MARCH
APRIL
MAY
JUNE

1,056,655 Impressions 46,527 Engagements 6,471 Link Clicks
 1,392,017 Impressions 86,967 Engagements 12,104 Link Clicks
 1,031,671 Impressions 70,812 Engagements 14,009 Link Clicks
 630,021 Impressions 39,085 Engagements 10,329 Link Clicks

QUESTIONS

