

#### **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 Al Pond

Present: Freda Hardage

James Durrett Roderick Frierson

Rita Scott Stacy Blakley Sagirah Jones

**Board Members** Kathryn Powers

Absent: 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/-ggrerxMPrk?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 Equivalent98.3% 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 Equivalent100% 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

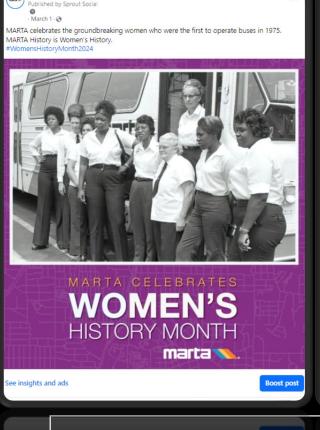
MPD APTA Gold Award
Artbound Black Music Month
FY2025 Budget Adopted
Five Points Transformation Paused
Peachtree Road Race Service
MARTA Markets Summer Season
Atlanta Streets Alive

1,900 Impressions\$6M Advertising Value Equivalent100% Positive & Neutral in Tone

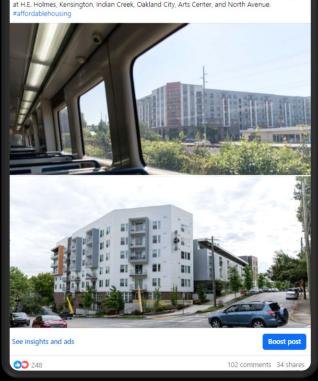
# JUNE

Copa América Watch Party









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

at 1:52 PM · @ construction at Kensington and Avondale, and 1,500 affordable units in planning or procurement ted for tonight's Copa América match and will provide increased rail service after et you home quickly and safely. You may have noticed inaccurate train arrival times d after Saturday's Atlanta United game. puter glitch hit our communication system and we couldn't let you know trains very 7-12 minutes as they will be tonight. making MARTA your game-day ride!

**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

