



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, JANUARY 18, 2024

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Committee Chair Rita Scott called the meeting to order at 11:35 A.M.

Board Members

Present:

Al Pond
Freda Hardage
Kathryn Powers
Roderick Frierson
Rita Scott
Stacy Blakley
Thomas Worthy
William Floyd
Jennifer Ide

Board Members

Absent:

Jim Durrett
Valencia Williamson
Jacob Tzegaegbe
Russell McMurry
Jannine Miller
Sagirah Jones

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Kevin Hurley
Peter Andrews
Ralph McKinney
Rhonda Allen
George Wright

Also in Attendance: Justice Leah Ward Sears, Stephany Fisher, Tyrene Huff, Kenya Hammond, Jennifer Larosa and Richard Thomas

2. APPROVAL OF THE MINUTES

Minutes from November 17, 2023 External Relations Committee.

Approval of the November 17, 2023 External Relations Committee minutes. On a motion by Board Member Worthy, seconded by Board Member Hardage, the motion passed by a vote of 9 to 0 with 9 members present.

3. BRIEFING

Briefing - Eggs & Issues BRT Simulation

Jennifer Larosa, Senior Director Government and Community Affairs provided the committee with an overview of MARTA's Bus Rapid Transit preview trip provided to several attendees of the Annual Georgia Chamber Eggs & Issues Breakfast.

Briefing - Rail Car Reefing Project

Richard Thomas, Director of Sustainability and Stephany Fisher, Senior Director of Communications provided the committee with a briefing of MARTA's first successful reefing project and the positive media coverage it received.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee adjourned at 11:53 A.M.



GA Chamber “Eggs & Issues”

External Relations Committee

January 18, 2024

Jennifer Larosa

MARTA Rapid Education

BUS RAPID TRANSIT BRT » Fast, Frequent & Reliable Transit for Atlanta

What is Bus Rapid Transit?

Like a train on wheels, Bus Rapid Transit (BRT) runs in a dedicated lane, unobstructed by traffic, and stops at level boarding platforms with off-board fare collection. MARTA's BRT lines will utilize 60-foot articulated electric buses that hum silently through the city.

Why BRT?

- » Significantly less expensive than heavy rail
- » Fast delivery time
- » Flexible infrastructure
- » More **connections**, more **reliable**, **fast** and **safe** service

Bus Rapid Transit in Summerhill

Construction for Georgia's first BRT route is underway in Summerhill. Funded by the City of Atlanta's MORE MARTA program, and a federal TIGER grant, this five-mile route connects downtown to the Beltline.

Features include:

- » A dedicated lane to zip around traffic
- » Real-time passenger information
- » Level boarding platforms
- » Off-board fare collection
- » CCTV cameras

In service: 2025

Georgia's Transit Future

Favored by Georgia transit agencies, economic development organizations, and public safety professionals, BRT blends the speed and reliability of rail with the flexibility of buses. That's why local jurisdictions are choosing to bring BRT to their community.

Learn more about MARTA's focus on **Service**, **Experience**, and **Expansion** at

itsmarta.com/current-projects

itsmarta.com [@itsmarta](https://twitter.com/itsmarta)

This material is based upon work supported by the USDOT under FTA FY 2017 TIGER Grant No. GA 2020-022-00. Any opinion, findings, and conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the USDOT.

Planning and Coordination

Agencies Involved:

- ✓ City of Atlanta Police Department (APD)
- ✓ City of Atlanta Department of Transportation (ATL DOT)
- ✓ GA Building Authority (GBA)
- ✓ GA Capitol Police
- ✓ GA General Assembly
- ✓ GA State Patrol
- ✓ MARTA Bus Operations
- ✓ MARTA External Affairs



Outreach

Invites were sent to:

- ✓ GA House Members
- ✓ GA Senate Members
- ✓ GA Governor's Office
- ✓ City of Atlanta Councilmembers
- ✓ Capitol Press Corp
- ✓ By the GA Chamber to attendees

eggs & issues notice



COME RIDE WITH US!

Door to door service from CLOB to Mercedes Benz Stadium for Georgia Chamber's Eggs & Issues Wednesday, January 10th

MARTA is pleased to preview the region's new transit mode – Bus Rapid Transit (BRT) – by taking you from the Capitol to the Annual Georgia Chamber Eggs & Issues Breakfast.

Bus Rapid Transit – known as MARTA Rapid – provides rail like service in dedicated transit lanes in a no-emissions battery electric bus.

You'll get to experience part of the first MARTA Rapid line, currently under construction, serving the Hank Aaron Drive/Capital Avenue corridor through Downtown Atlanta, connecting to Georgia State, Five Points and Garnett Stations starting in 2025.

A demonstration of MARTA Rapid service will be provided departing from Mitchell Street in front of CLOB 6:30am/6:45am/7:00am/7:15am/7:30am/7:45am directly to the entrance of Mercedes Benz Stadium giving you the quickest and easiest transportation option for the event.

Return MARTA Rapid trips to the Capitol will begin at 10:30am and last bus will depart at 11:45am.

For departures after the last MARTA Rapid bus, MARTA staff will be on hand with Breeze fare cards and will help you get to the train! A short walk to GWCC Station and two stops to GSU Station/Sloppy Floyd gets you back to the Capitol in less than five minutes.

Pics below of the electric bus and the new Summerhill MARTA Rapid route for your reference.

Media Coverage



EGGS RIDES. Looking for an easier way to get to the Georgia Chamber's annual Eggs & Issues breakfast on Wednesday?

MARTA will be previewing its new bus rapid transit system with rides from the Coverdell Legislative Office Building to Mercedes Benz Stadium every 15 minutes starting at 6:30 a.m. and ending at 7:45 a.m.

Return trips to the Capitol will begin at 10:30 a.m. The last bus departs at 11:45 a.m.

Advertisement

 **Representative Betsy Holland, GA House District 54** · Follow
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Thank you @martatransit for providing a (pre-dawn) sneak preview of the rap... See more



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1 share

 **Rep. Betsy Holland,...** @BetsyforGeorgia Follow

Thank you @MARTAttransit for giving us a lift on the new electric buses along the rapid bus transit route to @MBStadium for the annual #EggsandIssues2024 with the @GACHamber #gapol



11:31 AM · 10 Jan 24 · 154 Views

1 Repost 1 Quote 5 Likes



 **Sovereign Realty & Management is** at Mercedes-Benz Stadium. · Follow
2h · 🌐

@martatransit brought their electric bus out for the annual @gachamber1915 Eggs and Issues.

#itsmarta #howdoyoumarta #atldtn #atlanta #gachamber1915 #bus #electricbus



 MARTA



Event Snapshots



Event Snapshots



Quotes and Feedback

“This is so cool of you guys to do” – Rep. Clint Crowe

“Thank you for doing this” – Terry England, Speaker’s Chief of Staff

“Brilliant ride!” – Thomas Worthy

“I feel like a princess with this escort. Driving the electric buses is such a treat!” – Gracie, MARTA Driver

“Can yall do this every year” – lots of people





Thank You





REEFING PROJECT

Richard Thomas, Director of Sustainability
Stephany Fisher, Sr. Director of Communications





[Out of Commission MARTA Trains are getting a second life as Artificial Reefs](#) Southern Living

[MARTA to sink old rail cars off Georgia's coast, creating artificial reef](#) WANF

[Retired MARTA train cars to be submerged to boost coral life](#) Fox 5

[MARTA to sink 8 rail cars into ocean off Georgia's coast](#) WSB

[MARTA transforms retired train cars into artificial reefs off Georgia's coast](#) V

[MARTA railcars head to Atlantic Ocean to create artificial reef](#) WANF

[MARTA railcar sent to Atlantic Ocean](#) WANF

[MARTA Railcars Heading to Atlantic Ocean Reef Project](#) Metro Magazine

[Transit Briefs: BARTS, MARTA, Amtrak, VIA Rail, WMATA, OC Transportat](#)

[MARTA railcars head to Atlantic Ocean to create artificial reef](#) Peachtree

[Retired MARTA railcars are bound for bottom of Atlantic Ocean](#) Urbanize

[MARTA railcars head for Atlantic Ocean as part of reef project](#) Clayton M

[MARTA railcars set sail for the Atlantic Ocean in collaboration with DNR](#)

[Old MARTA railcars to become reef habitats thanks to partnership with DNR](#)

[MARTA rail cars are plunging into the ocean. Here's why](#) The Georgia Sun

[Retired MARTA railcars heading to Atlantic Ocean to turn into marine reefs](#) Fox 5

[MARTA commuter railcars heading for Atlantic Ocean](#) Trains

[MARTA sends retired railcars here to Georgia cost for reef project](#) Connect Savannah

[MARTA Railcars Head for Atlantic Ocean as Part of Department of Natural Resources Reef Project](#) Augusta CEO

[MARTA railcars deployed into Atlantic Ocean in collaboration with DNR](#) 11 Alive

[MARTA railcars sunk off Georgia coast to create new reef habitat](#) Rough Draft Atlanta

[WATCH: MARTA train cars splash into ocean off Georgia coast during artificial reef deployment](#) GPB

[MARTA railcars deployed into Atlantic Ocean as Part of Department of Natural Resources Reef Project](#) Fulton Neighbor





100 Mentions

96% Positive & Neutral

\$2.4M AVE

Coverage spikes in June, September & December

Most coverage 11Alive

Broadest reach WSB



martatransit • Following
Starsound Orchestra • Under The Sea (fr...

martatransit 2w
After decades of service in our fleet, two MARTA railcars were deployed into the Atlantic Ocean by @GaDNRCoastal today where they will develop into reef habitats, supporting our ongoing sustainability efforts and enriching the coastal ecological system. For the full press release visit <https://www.itsmarta.com/marta-railcar-deployed-to-ocean.aspx> or view the link in our bio.

mathildepiard 2w
A+ choice of music for this video
5 likes Reply

atjesusho 2w
Could I buy a marta car that's

1,835 likes
December 22, 2023

MARTA
Published by Stephany Fisher • December 20, 2023 at 12:25 PM

MARTA Board Chair Thomas Worthy & Chief of Staff Melissa Mullinax join @GaDNRCoastal to bid "Bon Voyage!" to two retired railcars bound for the bottom of the Atlantic Ocean where they will develop into reef habitats.



See insights and ads

Boost post

47 10 comments 4 shares

MARTA @MARTAttransit • Dec 20, 2023 Promote

MARTA Board Chair @WThomasWorthy & Chief of Staff @MJMullinax bid "Bon Voyage!" to two retired railcars bound for the bottom of the Atlantic Ocean where they will develop into reef habitats.

MARTA @MARTAttransit • Dec 22, 2023 Promote

After decades of service in our fleet, two MARTA railcars were deployed into the Atlantic Ocean by @CoastalGADNR today where they will develop into reef habitats, supporting our ongoing sustainability efforts & enriching the coastal ecological system. [itsmarta.com/marta-railcar-...](https://www.itsmarta.com/marta-railcar-...)

0:23

martatransit
Starsound Orchestra •

martatransit After decades of service in our fleet, two MARTA railcars were deployed into the Atlantic Ocean by @GaDNRCoastal today where they will develop into reef habitats, supporting our ongoing sustainability efforts and enriching the coastal ecological system. For the full press release visit <https://www.itsmarta.com/marta-railcar-deployed-to-ocean.aspx> or view the link in our bio.

theashleybella So cool
1w Reply See trans

metro_via_transit Nice to hang out with
1w 1 like Reply

martamotion2387
U
1w 5 likes Reply



12,642 Impressions

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61,333 Plays

Most engagement Instagram reel

Broadest social reach WSB

Top social poster GPB



QUESTIONS