

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 Al Pond

Present: Freda Hardage

Kathryn Powers Roderick Frierson

Rita Scott Stacy Blakley Thomas Worthy William Floyd Jennifer Ide

Board Members Jim Durrett

Absent: 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

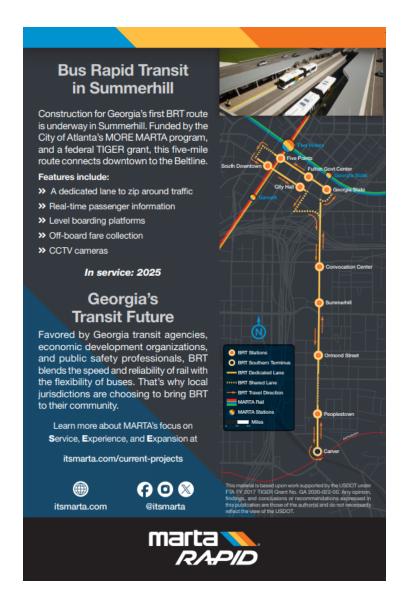
January 18, 2024

Jennifer Larosa



MARTA Rapid Education



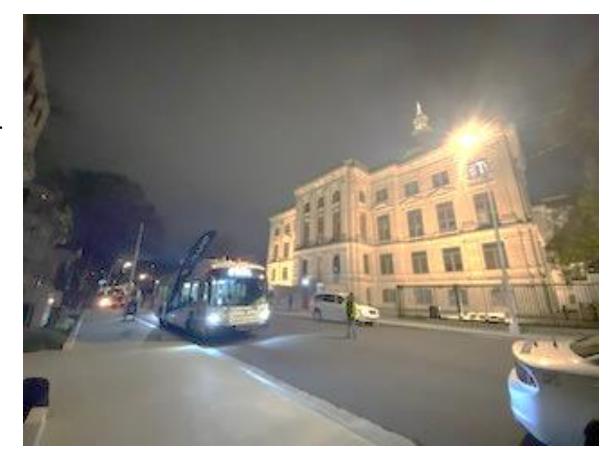




Planning and Coordination

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

6h · 🕙

Thank you @martatransit for providing a (pre-dawn) sneak preview of the rap... See more







Rep. Betsy Holland,... @BetsyforGeorgia



Thank you @MARTAtransit 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



1 share









Sovereign Realty & Management is *** at Mercedes-Benz Stadium. •
Follow

2h · 🔞

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

. . .

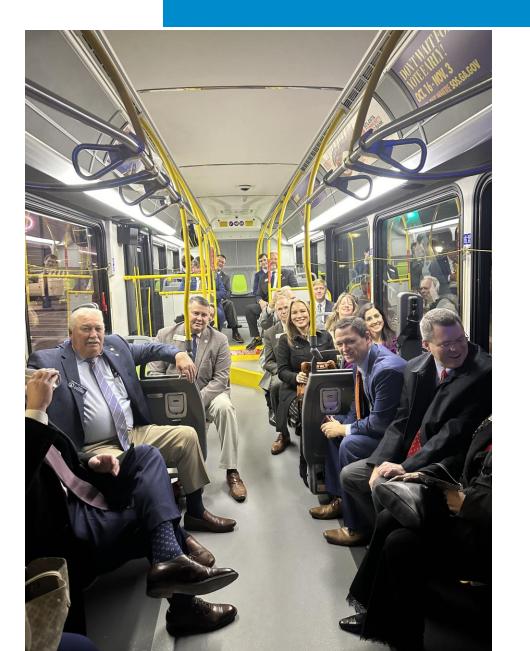
#itsmarta #howdoyoumarta #atldtn #atlanta #gachamber1915 #bus #electricbus





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





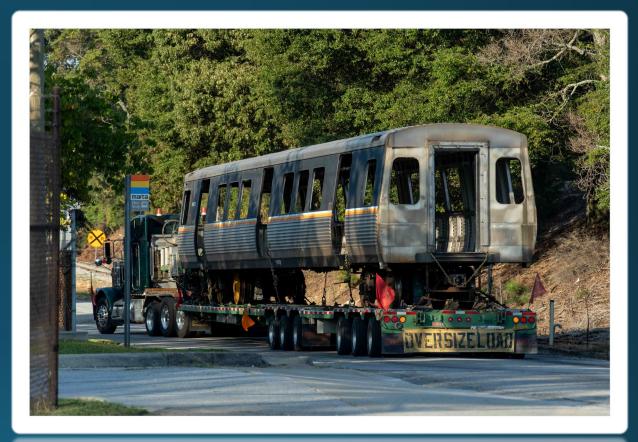




REEFING PROJECT

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 Transportation

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 N

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

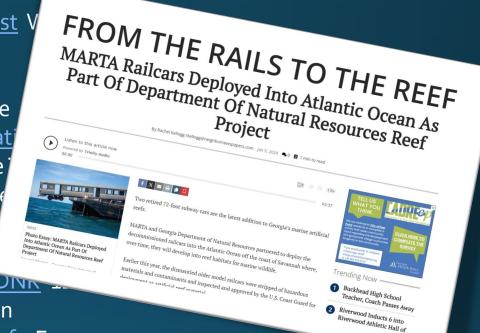
MARTA Railcars Head for Atlantic Ocean as Part of Department of Natural Resources Reef Project Augusta CEO

MARTA railcars deployed into Atlantic Ocean in collaboration with DNR 11 Alive

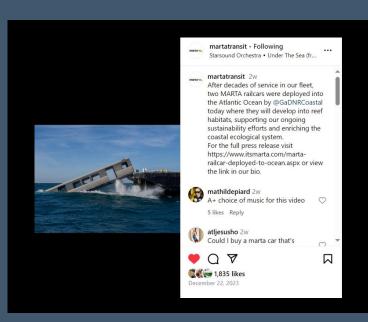
MARTA railcars sunk off Georgia coast to create new reef habitat Rough Draft Atlanta

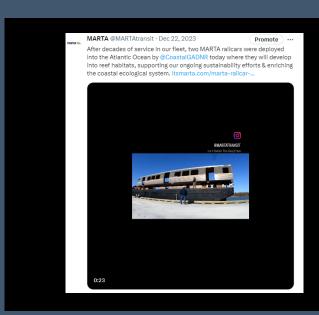
WATCH: MARTA train cars splash into ocean off Georgia coast during artificial reef deployment GPB

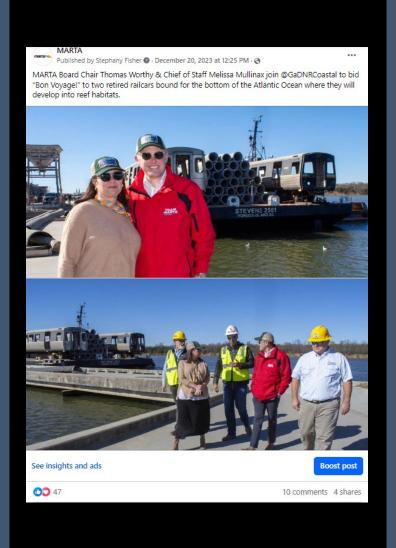
MARTA railcars deployed into Atlantic Ocean as Part of Department of Natural Resources Reef Project Fulton Neighbor



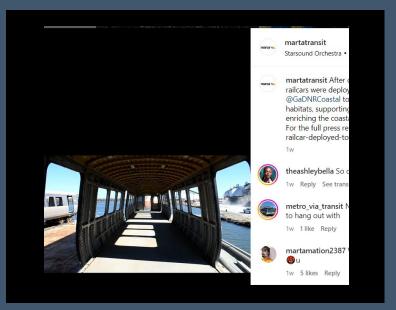




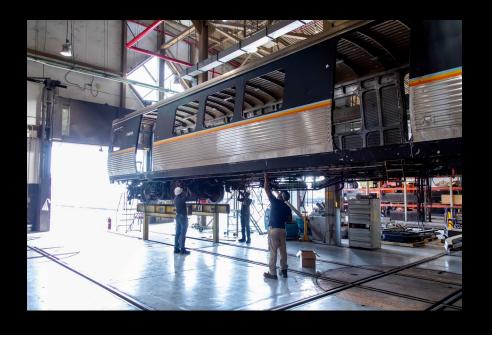
















QUESTIONS