



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MARCH 28, 2024

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

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

Board Members

Present:

Al Pond
Freda Hardage
James Durrett
Kathryn Powers
Roderick Frierson
Rita Scott
Thomas Worthy
Valencia Williamson
Jennifer Ide
Sagirah Jones

Board Members

Absent:

Stacy Blakley
William Floyd
Russell McMurry
Jannine Miller
Jacob Tzegaegbe

Staff Members Present:

Collie Greenwood
Carrie Rocha
Peter Andrews
Gena Major
Rhonda Allen
George Wright
Kevin Hurley

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Chinnette Cannida, Stephany Fisher, Shelandra Cornick, Kevin Hackshaw, Kenya Hammond, Jacqueline Holland, Tyrene Huff, Colleen Kiernan and Jennifer Larosa

2. APPROVAL OF THE MINUTES

Approval of Minutes from February 22, 2024

Approval of the minutes from February 22, 2024. On a motion by Board Member Hardage, seconded by Board Member Worthy, the motion passed by a vote of 9 to 0 with 1 member abstaining and 10 members present.

3. RESOLUTIONS

Resolution Authorizing Execution of Sponsorship Agreement Between MARTA and Atlanta United Football Club, LLC.

Approval of the Resolution Authorizing Execution of Sponsorship Agreement Between MARTA and Atlanta United Football Club, LLC. On a motion by Board Member Ide, seconded by Board Member Durrett, the resolution passed by a vote of 9 to 0 with 1 member abstaining and 10 members present.

Resolution Authorizing the Approval of MARTA's Updated Advertising Policy

Resolution Authorizing the Approval of MARTA's Updated Advertising Policy On a motion by Board Member Pond, seconded by Board Member Ide, the resolution passed by a vote of 8 to 0 with 1 member abstaining and 9 members present.

4. BRIEFING

Briefing – Government Affairs Update

Jennifer Larosa, Senior Director Government and Community Affairs, provided the committee with an update on MARTA's Government Affairs Legislative efforts.

Briefing - Media Impressions - November 2023 - February 2024

Stephany Fisher, Senior Director Communications, provided the committee with an overview of MARTA's media impressions for November 2023 - February 2024.

5. OTHER MATTERS

None

6. ADJOURNMENT

The Committee meeting adjourned at 11:59 A.M.

YouTube link: <https://www.youtube.com/live/gWIpN8fX5Vg?feature=shared>



marta 

**RESOLUTION AUTHORIZING EXECUTION
OF SPONSORSHIP AGREEMENT BETWEEN
MARTA AND ATLANTA UNITED FOOTBALL
CLUB, LLC.**

3/28/2024

**Chinnette Cannida
Director of Marketing**

Partnership Objective & Agenda

Create a partnership that will connect MARTA with the emotion and spirit of Atlanta United and produce measurable results.

Agenda

- Why Partner with Atlanta United FC?
- Partnership Elements
- Request for Approval of Investment
- Thank you!



Fun Fact: In 2023, **17,000** MARTA rail roundtrips were taken per home match. Top **five** stations for traveling to games - East Lake, H.E. Holmes, Inman Park, North Springs, Edgewood/Candler Park

Why should MARTA Partner with Atlanta United FC?

- Enhanced Brand Visibility
- Targeted Marketing Opportunities
- Community Engagement and Support
- Seamless Transportation Solution
- Sustainable and Eco-Friendly Image
- Valuable gateway to establishing stronger connections with other local sports teams
- Establish a collaborative relationship in preparation for World Cup 2026





ATLANTA'S ASCENSION AS THE NATION'S SOCCER CAPITAL

Atlanta United debuted in 2017
and has hosted

5.5 Million

fans over six-and-a-half seasons.

Most-attended MLS Cup Final ever:

73,019

Atlanta is the future home of the U.S. Soccer
Federation's headquarters.

MBS will host

2026

the World Cup.

MBS hosted a Premier League
doubleheader on July 26, 2023, which drew

70,789 fans

The club has hosted 21 of the Top 25
most-attended matches in Major
League Soccer history.



**TOP PERFORMING
CLUB IN THE U.S**

#1



**#1 AVERAGE NUMBER OF
TICKETS PER MATCH**

#1 FAN SHOW RATE FOR MATCHES

#1 TOTAL JERSEY SALES

**#1 ACTIVE USERS ON ATLANTA UNITED
DIGITAL PLATFORMS**

(VS. OTHER MLS CLUBS)

69%

**OF ATLANTA'S DMA (5.6 M)
HAS AN INTEREST IN SOCCER**



Partnership Elements

- Rights & Designations
- MARTA Ticket Package
- Retail Activation
- In-stadium Branding
- Social Media, Digital & Radio Activation
- Pre-Match/Tailgating Display
- Hospitality



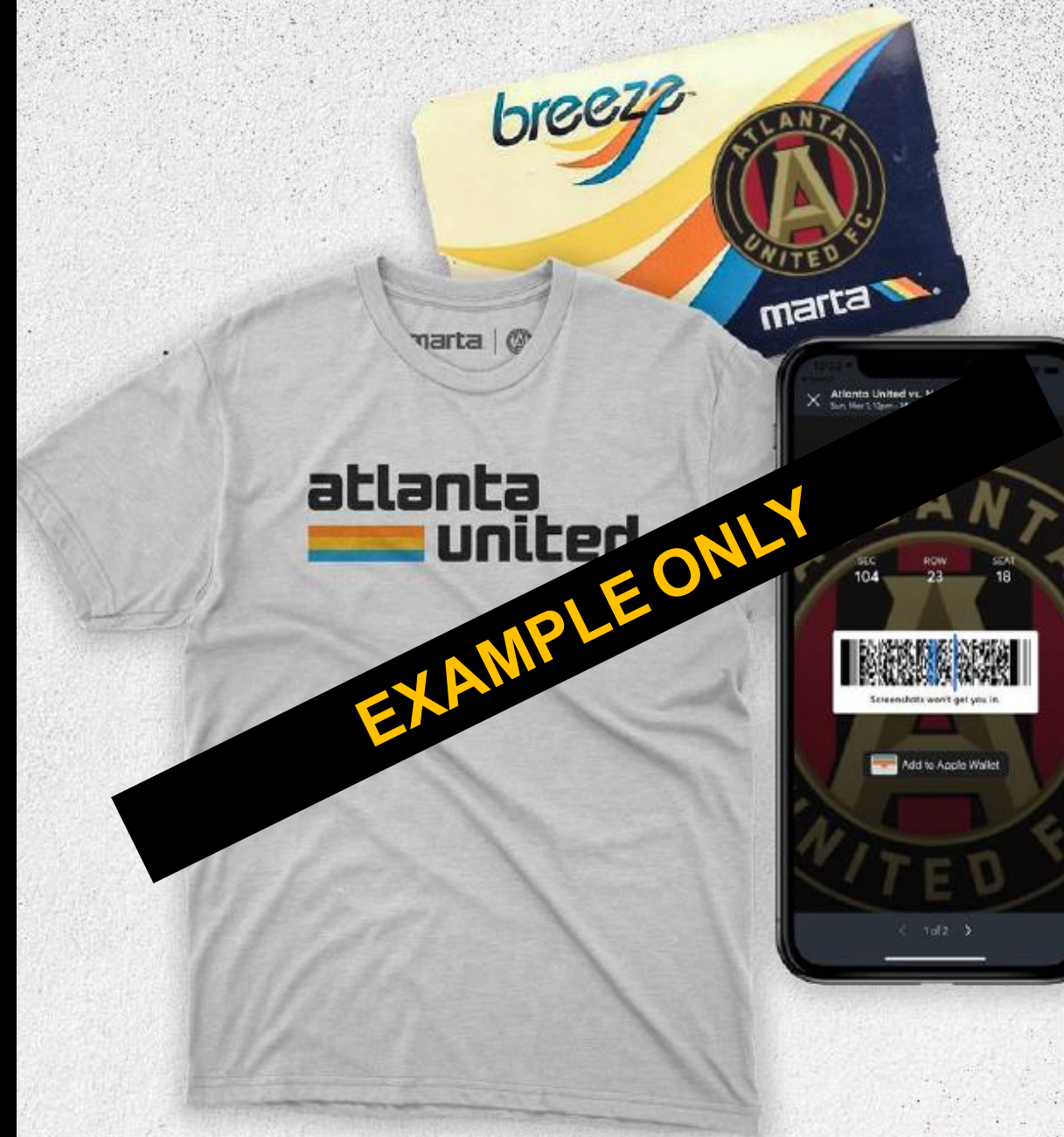
Rights and designations to use Atlanta United logos, marks, and **four** players' likenesses in custom promotions to increase MARTA ridership/revenue

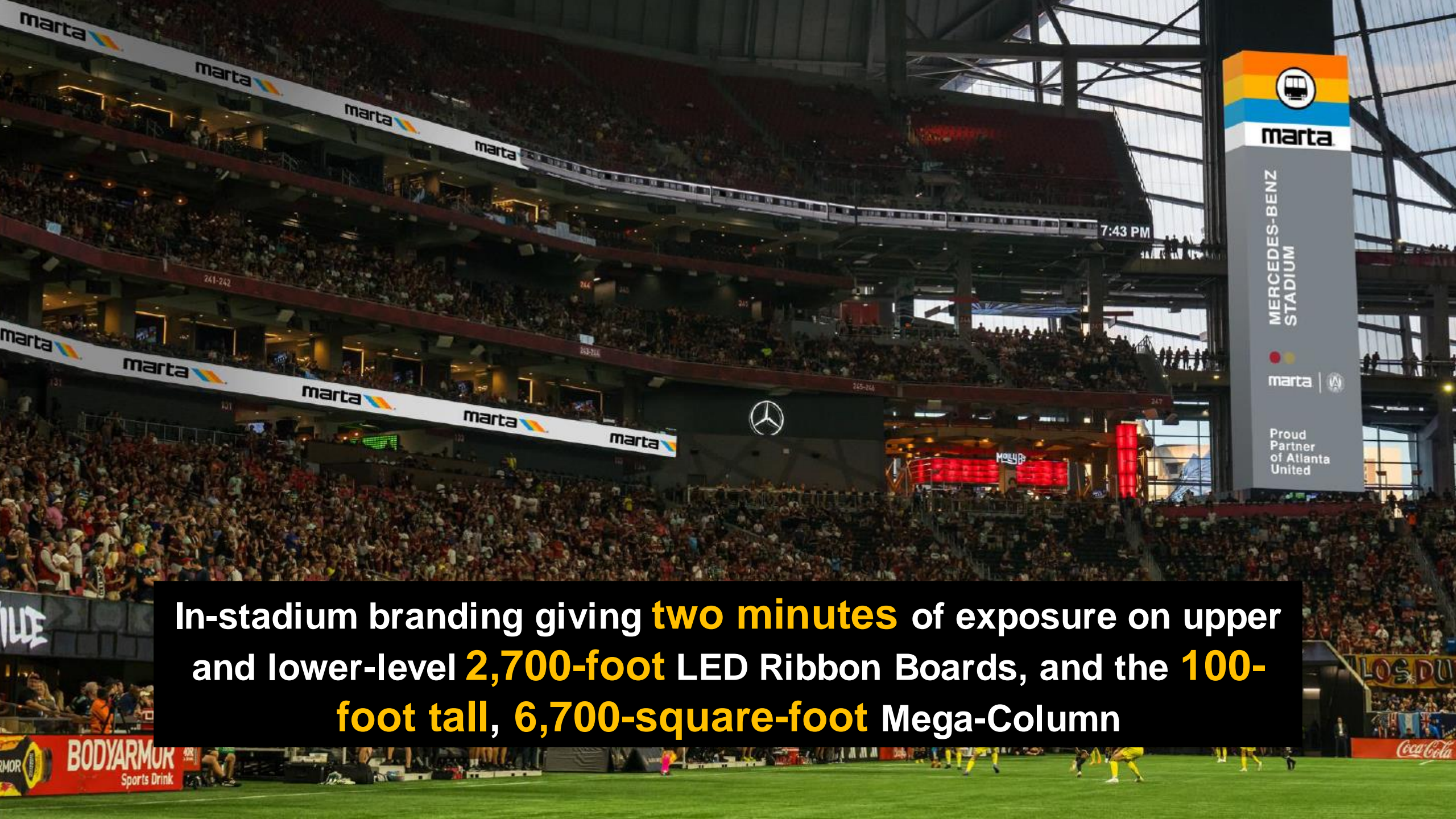
Ticket Package & Retail Activation

Atlanta United will promote one match with a special ticket package for MARTA:

- Exclusive co-branded t-shirt
- Atlanta United Ticket
- MARTA 1-Round Trip loaded on custom, co-branded Breeze card

Exclusive co-branded line of apparel (scarf, hat, sweatshirt, or t-shirt to be sold at Mercedes Benz Stadium, Atlantic Station, and online)





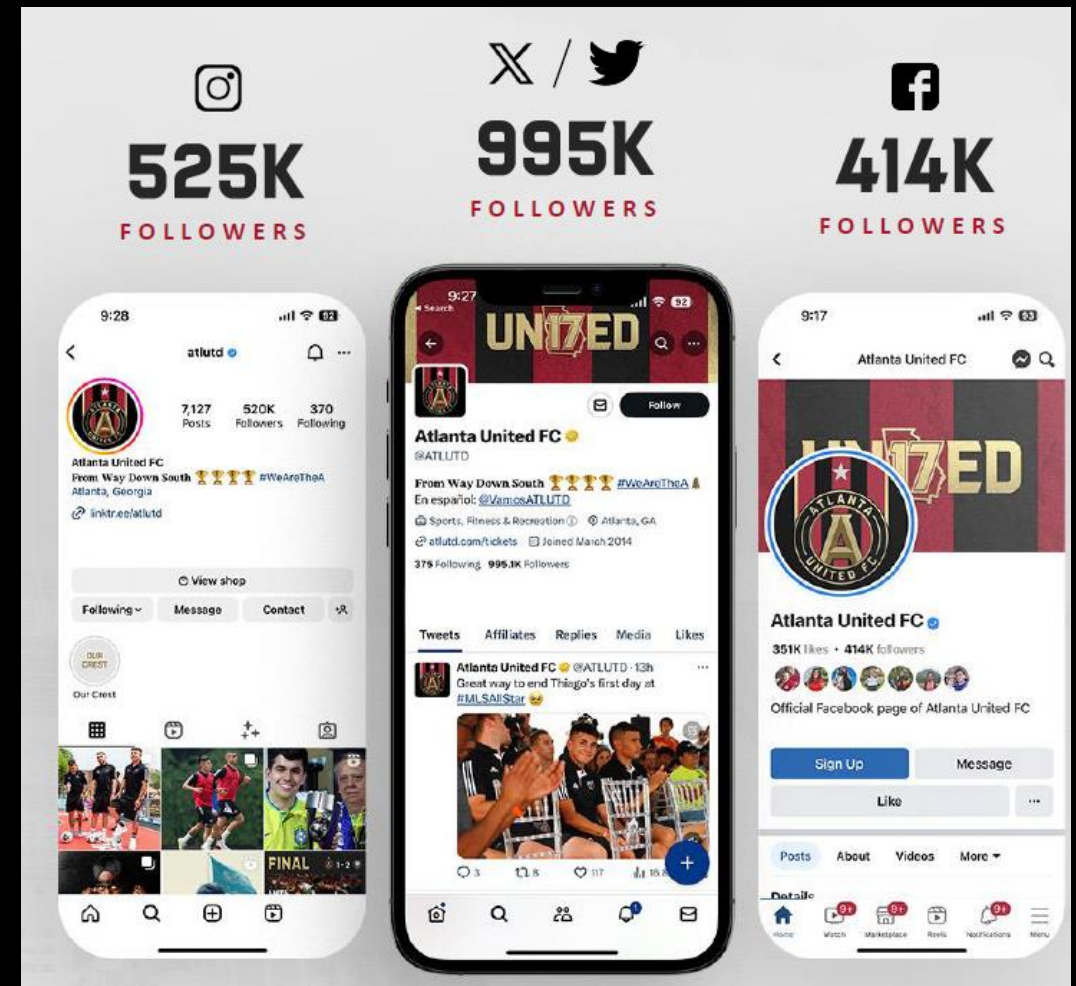
In-stadium branding giving **two minutes** of exposure on upper and lower-level **2,700-foot** LED Ribbon Boards, and the **100-foot tall, 6,700-square-foot** Mega-Column

Ten minutes of content on concourse IPTV monitors delivering **1600+** displays in the stadium to help direct fans towards the best exits to use MARTA following each match at the Stadium



Social media, digital, and radio to broaden visibility and increase engagement

- Season-long social media-based promotion
- **250,000 run-of-site** banner ads on atlutd.com
- MARTA Ticket Package promotional banner
- One, **30-second** pre-game and post-game radio spot for ALL **34 matches**





BACKYARD

Atlanta's
**BACK
YARD**

@ MERCEDES-BENZ STADIUM

Pre-match, **10 x 10 display space** in
The Home Depot Backyard on **June 2, 2024**



Eight lower-level season tickets for customer appreciation campaigns, employee recognition, and business development opportunities



Request for Approval of Sponsorship

- Contract value requested:
 - 2024: \$190,000
 - 2025: \$195,000
 - 2026: \$201,571*

*if applicable, mutual opt-out for 3rd year



Thank You

marta ®

**RESOLUTION AUTHORIZING EXECUTION OF SPONSORSHIP AGREEMENT BETWEEN
MARTA AND ATLANTA UNITED FOOTBALL CLUB, LLC.**

WHEREAS, On March 14, 2024, MARTA recognizes the strategic importance of enhancing brand visibility and community engagement through sponsorship agreements;

WHEREAS, the proposed sponsorship agreement the Atlanta United Football Club, LLC (“Atlanta United”) aligns with MARTA's mission to serve the local community and promote sustainable transportation solutions;

WHEREAS, the sponsorship presents an opportunity to increase MARTA's presence among sports enthusiasts and the broader community, driving awareness and patronage of MARTA's services;

WHEREAS, MARTA's legal team has thoroughly reviewed the terms and conditions of the proposed sponsorship agreement with Atlanta United;

WHEREAS, it is in the best interest of MARTA to proceed with securing the necessary funds to enter into the sponsorship agreement;

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO or his delegate be, and hereby is, authorized procurement of funds in the amount of \$586,571 for the purpose of entering into a sponsorship agreement with Atlanta United Football Club, LLC ;

**RESOLUTION AUTHORIZING EXECUTION OF SPONSORSHIP AGREEMENT BETWEEN
MARTA AND ATLANTA UNITED FOOTBALL CLUB, LLC.**

BE IT FURTHER RESOLVED, that the Chief Executive Officer of MARTA or their designee is hereby authorized to negotiate and execute all necessary documents and agreements related to the sponsorship, including but not limited to, the sponsorship contract, payment schedules, and any associated legal documents;

BE IT FURTHER RESOLVED, that any actions taken by the General Manager/CEO Officer or their delegate be in connection with the negotiation and execution of the sponsorship agreement shall be deemed valid and binding on behalf of MARTA;

BE IT FURTHER RESOLVED, that the Board of Directors shall be kept informed of all developments and progress related to the sponsorship agreement.

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
A0EF047927B94DA...

Counsel, Metropolitan Atlanta Rapid Transit Authority



Resolution Authorizing the Approval of MARTA's Updated Advertising Policy

External Relations Committee
March 28, 2024

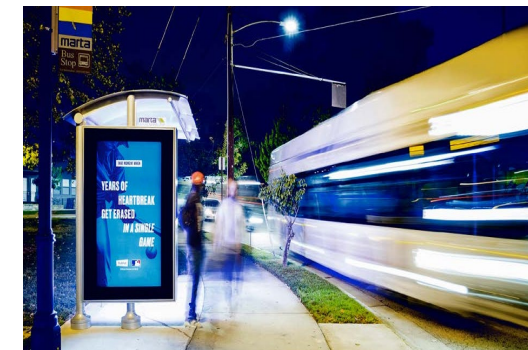
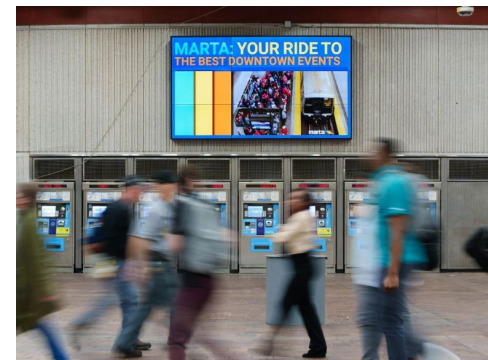
Kevin Hackshaw
Manager, Business Development and Sales



MARTA ADVERTISING POLICY

MARTA's advertising policy provides guidance for the sale of advertising on the following:

- Print advertising inside rail stations
- Print advertising on bus shelters
- Print advertising inside and upon buses and rail cars
- Video displays inside rail stations
- Video displays inside buses and trains
- Advertising and web links displayed on web sites operated by the Authority



MARTA ADVERTISING POLICY

The purpose of MARTA's ad programs is to raise revenue to aid in financing the Authority's operations

An added benefit we believe these proposed changes will allow MARTA to maintain, enrich and contribute to a harmonious tone throughout the neighborhoods it serves by attracting advertisements of goods and services that the average rider perceives as desirable.



PROPOSED AD POLICY CHANGES

The Authority wishes to attract advertisements of goods and services that the average rider perceives as desirable. If advertisers perceive the Authority's facilities as a medium for advertising goods and services that the average rider perceives as less desirable, then advertising rates and revenues will decline.

- 1. Alcohol including wine, beer and liquor**
- 2. Massage parlors**
- 3. Tattoo parlors**
- 4. Title pawn or pawn shops**
- 5. Check cashing institutions**
- 6. Legal advertising**
- 7. Personal use modes of transportation**

TIMELINE AND OTHER CONSIDERATIONS

Expected short term revenue decline

- With the removal of multiple advertising categories, overall ad revenue is expected to drop from \$6.9M to \$3.4M annually (approx. 50%)
- Normalizing the market with the new policy

Updated policy to take immediate effect after board approval

- MARTA will provide a 6-month grace period for ad partners to wrap up existing ad campaigns (September 2024)

RESOLUTION REQUEST

The Department of Marketing and Sales respectfully requests the approval of the resolution for the approval of changes to MARTA's Advertising Policy.



Thank You



**RESOLUTION AUTHORIZING THE APPROVAL OF MARTA'S UPDATED ADVERTISING
POLICY**

WHEREAS, MARTA recognizes the strategic importance of maintaining a consistent brand image across all MARTA-owned assets that display advertising;

WHEREAS, MARTA desires to amend its current advertising policy to align with its mission to maximize advertising revenue;

WHEREAS, MARTA's Staff has reviewed the amendments to the current advertising policy;

WHEREAS, it is in the best interest of MARTA to proceed with approving the amendments to the advertising policy;

RESOLVED THEREFORE, by the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority that the General Manager/CEO hereby is, authorized to update MARTA's advertising policy as follows:

BE IT FURTHER RESOLVED that the modified amended advertising policy, attached hereto as Exhibit A and incorporated herein by this reference, shall be deemed adopted by the Board of Directors on behalf of the Metropolitan Atlanta Rapid Transit Authority.

RESOLUTION AUTHORIZING THE APPROVAL OF MARTA'S UPDATED ADVERTISING POLICY

Approved as to Legal Form:



Peter Andrews
Chief Legal Counsel

Counsel, Metropolitan Atlanta Rapid Transit Authority

Briefing – Government Affairs Update

Briefing Report

Meeting: External Relations Committee - Mar 28 2024
Subject: Briefing – Government Affairs Update
Voting N/A
Requirements:

BUSINESS PURPOSE:

To provided the committee with an update of MARTA's Government Affairs Legislative efforts.

ATTACHMENTS:



Briefing – Government Affairs Update

Report Approved by

Melissa Mullinax, CHF OF STAFF

Collie Greenwood, General Manager/CEO

Status:

Approved - Mar 21 2024

Approved - Mar 22 2024



External Relations Committee Government Affairs Update

March 28, 2023

Jennifer Larosa,
Senior Director of Gov Affairs

Colleen Kiernan,
AGM of External Affairs

JURISDICTIONAL 2024 ELECTIONS



- District 2 – Bob Ellis
- District 4 – Natalie Hall
- District 6 – Khadijah Abdur-Rahman



- CEO – Michael Thurmond
- District 1 – Robert Patrick
- District 4 – Steve Bradshaw
- District 5 – Mereda Davis Johnson
- District 6 – Ted Terry

- Special Elections
- District 3 – Larry Johnson
- District 7 – Lorraine Cochran Johnson



- Chair – Jeff Turner
- District 2 – Gail Hambrick
- District 3 – Felicia Franklin

- Special Election
- District 1 – Alieka Anderson

GENERAL ASSEMBLY ELECTION QUALIFICATIONS

- ✓ 92 out of 180 House races will be contested with 23 Republican and 26 Democratic primaries.
- ✓ 22 of the 56 Senate races will be contested with 8 Republican and 11 Democratic primaries.
- ✓ 14 members retiring from the General Assembly.



LEGISLATION TRACKING

- ✓ HB1443 – Local BRT camera enforcement legislation
- ✓ SB358 - Senate version
- ✓ HB1115 – FLOST sales and use tax
- ✓ HB1312 – EV charging tax
- ✓ HB1358 – Abolishment of GRTA/ATL





Thank You





MEDIA IMPRESSIONS

November 2023 – February 2024





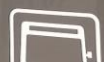
NOVEMBER

1,080 Impressions
99% Positive & Neutral
\$3M AVE





Five Points



DECEMBER

1,004 Impressions
85% Positive & Neutral
\$7M AVE



JANUARY

727 Impressions

60% Positive & Neutral

\$5M AVE



C E L E B R A T I N G

BLACK HISTORY MONTH

First Black Operators

(Standing) F. Brown, G. Emerson, and H. Spearman (Sitting) A. McWilliams and C.F. Reeves

Photo: Transit Times



FEBRUARY




1,030 Impressions
98% Positive & Neutral
\$1.3M AVE



N
O
V
E
M
B
E
R

MARTA
Nov 15, 2023 · 🌐

MARTA provides direct rail service into Hartsfield-Jackson Atlanta International Airport and encourages travelers to avoid traffic and take MARTA to the airport this holiday season. Learn more: <https://itsmarta.com/take-the-train-to-the-plane.aspx>




See insights and ads Boost post

👍👎 159 25 comments 18 shares 8K views

D
E
C
E
M
B
E
R

MARTA @MARTAttransit · 28 Dec 23

MARTA celebrates the career of our longest-serving bus operator, Coy Dumas, Jr. as he retires from driving after 51 years and looks forward to his continued mentorship of operator cadets. Thank you, sir.



ajc.com
Atlanta bus driver driver retires after 51 years with MARTA and Atlanta Transit

Promote

🗨️ 3 🔄 59 ❤️ 158 📊 377K 📌 🔗

J
A
N
U
A
R
Y

MARTA (Metropolitan Atlanta Ra...
18,189 followers
1mo · Edited · 🌐

MARTA congratulates GM & CEO Collie Greenwood for being named one of Georgia Trend's 2024 100 Most Influential Georgians for the second year in a row. Recognized for their "extraordinary work ethic and professionalism," Greenwood is among notable leaders whose work impacts the lives of Georgians. Greenwood's steadfast leadership and innovative ideas continue to propel MARTA's rehabilitation and expansion efforts and position the Authority as one of the region's most important economic drivers.



👍❤️ 577 109 comments · 7 reposts

Like Comment Repost




Impressions
3,754,588

Engagements
192,868

Video Views
250,650

MARTA @MARTAttransit · 21 Feb

If we won the lottery, we wouldn't tell anyone. But there would be signs.




Promote

🗨️ 98 🔄 469 ❤️ 3.4K 📊 383K 📌 🔗

F
E
B
R
U
A
R
Y

MARTA
Feb 5 · 🌐

FIFA World Cup announced yesterday that Atlanta will host 8 World Cup match... See more



See insights and ads Boost post

👍👎 2.4K 311 comments 490 shares



QUESTIONS

