BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, FEBRUARY 17, 2022

ATLANTA, GEORGIA

MEETING SUMMARY

1. CALL TO ORDER AND ROLL CALL

Chair Rita Scott called the meeting to order at 10:01 A.M.

Board Members Present:	Al Pond
	Freda Hardage
	Jim Durrett
	Kathryn Powers
	Roderick Frierson
	Rita Scott
	Thomas Worthy
	Rod Mullice
Board Members Absent:	Roberta Abdul-Salaam
	Robert Ashe III
	Reginald Snyder
	Stacy Blakley
	William Floyd
	Christopher Tomlinson
	Russell McMurry
Staff Members Present:	Collie Greenwood
	Rhonda Allen
	Luz Borrero
	Ralph McKinney
	Manjeet Ranu

Also in Attendance: Justice Leah Ward Sears, Colleen Kiernan; Kenya Hammond, Jonathan Hunt, Kevin Hackshaw, Tyrene Huff, Stephany Fisher, Greg Giuffrida, Keri Lee, Officer Oliva Altagracia, Anthony Thomas

2.   APPROVAL OF THE MINUTES

Minutes from November 19, 2021.
Approval of the November 19, 2021 minutes. On a motion by Board Member Worthy, seconded by Board Member Mullice, the motion passed by a vote of 8 to 0 with 8 members present.

3.   BRIEFING

Briefing - FY22 2nd Quarter Advertising and Sales Revenue
Kevin Hackshaw, Manager, Marketing Business Development presented the above briefing of the 2nd quarter advertising and sales revenue data.

Briefing - TR-IV Outreach Update
Greg Giuffrida, External Affairs, presented the above briefing outlining the public engagement activities around Track Replacement-IV (TR-IV) project.

Briefing - MARTA Reach
Anthony Thomas, Customer Experience Innovation Program Manager, presented the above briefing of the pilot launch of a flexible, demand-responsive transit service model focused on improving first- and last-mile connectivity and expanding the reach of the fixed-route rail and bus network. The pilot, to be branded as MARTA Reach, is a partnership between MARTA and Georgia Tech and will be funded in part by a $1 million Civic Innovation Challenge Award from the U.S. National Science Foundation.

4.   OTHER MATTERS

Meeting adjourned at 10:45 A.M.