



## EXTERNAL RELATIONS COMMITTEE

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Thursday, January 16, 2020

### MEETING SUMMARY

The Board of Directors External Relations Committee met on Thursday, January 16, 2020 at 10:01 a.m. in the Board Room on the 6<sup>th</sup> Floor of the MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia.

#### Board Members Present

Roberta Abdul-Salaam  
Robert L. Ashe III, Chair  
Jim Durrett  
William "Bill" Floyd  
Roderick A. Frierson  
Freda B. Hardage  
Rita A. Scott

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#### Briefing – External Affairs 2019 Recap

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Mr. Fludd presented a summary of the Department of External Affairs activities for 2019.

The Department of External Affairs:

- Enhances the Authority's brand by building customer loyalty
- Form, maintain and strengthening strategic alliances
- Position MARTA as the subject matter expert for public transit

5-Year Strategic Plan

- State of MARTA
- Breeze Pop-Up
- MARTA 2040
- City of Atlanta Expansion
- Cristo Rey Draft Day
- Signage Pilot Program
- Rehab Construction Projects
- MARTA 40<sup>th</sup> Anniversary
- Paratransit Townhall Meeting

**FY20 2<sup>nd</sup> Quarter Media Impressions Briefing**

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Mrs. Fisher provided an update on media impressions.

**Press Releases and Media Alert**

- CEO Named WTS Man of the Year
- Oakland City Elevator Grand Opening
- Railcar Procurement Agreement
- MARTA Celebrates Turning 40
- Bus service Modifications
- MARTA Mobility Town Hall
- Campbellton Corridor Community Meeting
- East Lake Station Mural
- Christmas Parade/SEC Championship
- Annual Holiday Toy Shop
- Holiday Carolers in Stations
- MARAT CPMO Impacts Economy, Diversity
- Financing closes on King Memorial TOD Project
- MARTA Delivers Fans to the Peach Bowl
- Single-Tracking Made Simple

**Mentions in the Media**

- Positive News Coverage – 5.73%
- Neutral News Coverage – 89.59%
- Negative News Coverage – 4.68%

**Social Media Analytics**

- Twitter – 128
- Facebook – 240
- LinkedIn – 393
- Impressions – 2.4 million
- Engagements – 44,500
- LinkedIn – 5,981

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**Adjournment**

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The Work Session of the MARTA Board of Directors adjourned at 10:27 a.m.