



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MAY 25, 2023

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair Rita Scott called the meeting to order at 11:49 A.M.

Board Members

Present:

James Durrett
Roderick Frierson
Rita Scott
Thomas Worthy
William Floyd
Jennifer Ide

Board Members

Absent:

Al Pond
Freda Hardage
Kathryn Powers
Stacy Blakley
Rod Mullice
Valencia Williamson
Jacob Tzegaegbe
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Raj Srinath
Peter Andrews
Ralph McKinney
Pearlie McKenzie
Rhonda Allen
Luz Borrero
George Wright

Carrie Rocha

Also in Attendance:

Justice Leah Ward Sears, Jacqueline Holland, Jonathan Hunt, Toni Thornton, Kevin Hackshaw, Phyllis Bryant, Tyrene Huff and Kenya Hammond

2. APPROVAL OF THE MINUTES

Approval of the March 30, 2023 External Relations Minutes.

Approval of the March 30, 2023, External Relations minutes. On a motion by Board Member Durrett, seconded by Board Member Ide, the motion passed by a vote of 5 to 0 with 5 members present.

3. BRIEFING

FY23 3rd Quarter Advertising & Sales Revenue

Kevin Hackshaw, Manager, Business Development Sales, provided the committee an update on Marketing's advertising and sales revenue performance.

Results of Public Hearings on Fiscal Year 2024 Operating and Capital Budget

Toni Thornton, Sr. Community Outreach Planner, provided the committee with the results of the FY24 Budget public hearings held May 16 and 18, 2023.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:12 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: https://www.youtube.com/live/B-f_ECWs9SI?feature=share

FY23 / Quarter 3 Advertising & Sales Revenue

External Relations Committee
May 25, 2023

Advertising and Sales Programs Annual Revenue Comparison


FY20 –FY23 YTD

Programs	FY20	FY21	FY22	FY23 YTD (As of April 2023)
Advertising	\$7.438M	\$5.072M	\$7.221M	\$6.108M
Sales	\$18.330M	\$5.904M	\$7.650M	\$7.228M
Total	\$25.768M	\$10.976M	\$14.871M	\$13.336M

Advertising and Sales Programs Q3 Revenue Comparison

FY20 –FY23

Programs	Sales (FY20/Q3)	Sales (FY21/Q3)	Sales (FY22/Q3)	Sales (FY23/Q3)
Advertising	\$2.326M	\$1.375M	\$1.748M	\$1.388M
Sales	\$5.686M	\$1.350M	\$2.061M	\$2.372M
Total	\$8.012M	\$2.725M	\$3.809M	\$3.760M



FY23 / Q3 Advertising Revenue

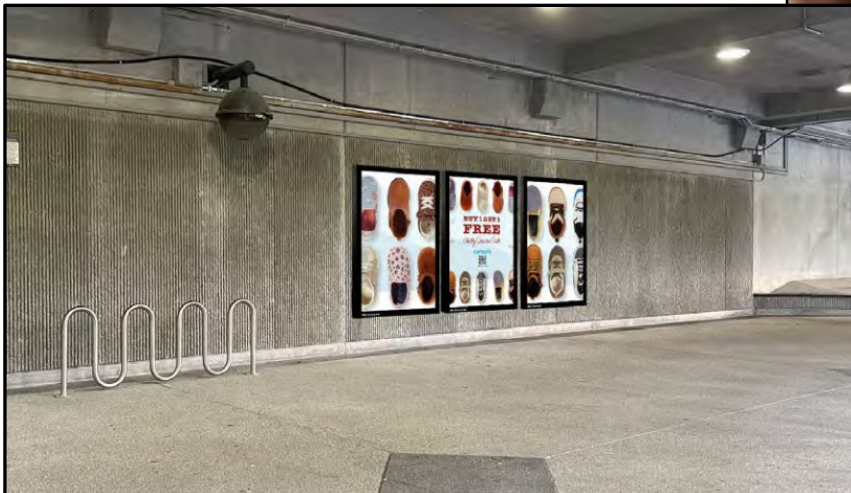


FY20 - FY23 Advertising Revenue Comparison by Quarter

Revenue Mediums	FY20/Q3	FY21/Q3	FY22/Q3	FY23/Q3
Transit (Bus, Rail)	\$1.582M	\$789K	\$998K	\$950K
Transit Streetcar	\$15K	\$64K	\$0	\$0
Transit Digital	\$28K	\$31K	\$0	\$0
Bus Shelters	\$700K	\$491K	\$750K	\$438K
Totals	\$2.326M	\$1.375M	\$1.748M	\$1.388M

Advertising Programs Takeaways and Notes

- Soft employment market in 2023 has resulted in a decline in ad purchases
- Ad partners are bullish on recovery
- GWCC video wall go-live March 2023
- Digital ad signage to go-live Q1 FY2024



FY23/Q3 Sales Revenue



CCTMA

Clifton Corridor Transportation
Management Association



HealthEquity®



FY20 - FY23 Sales Revenue Comparison By Quarter

Partnership Programs	FY20/Q3 Totals	FY21 /Q3 Totals	FY22/Q3 Totals	FY23/Q3 Totals
Partnership –TMA	\$3.383M	\$963K	\$969K	\$574K
Partnership - Direct	\$1.055M	\$276K	\$601K	\$1.174M
UPASS	\$998K	\$92K	\$366K	\$462K
K-12	\$226K	\$13K	\$107K	\$143K
Group Sales	\$24K	\$6K	\$18K	\$19K
Totals	\$5.686M	\$1.350M	\$2.061M	\$2.372M

Sales Programs Takeaways and Notes

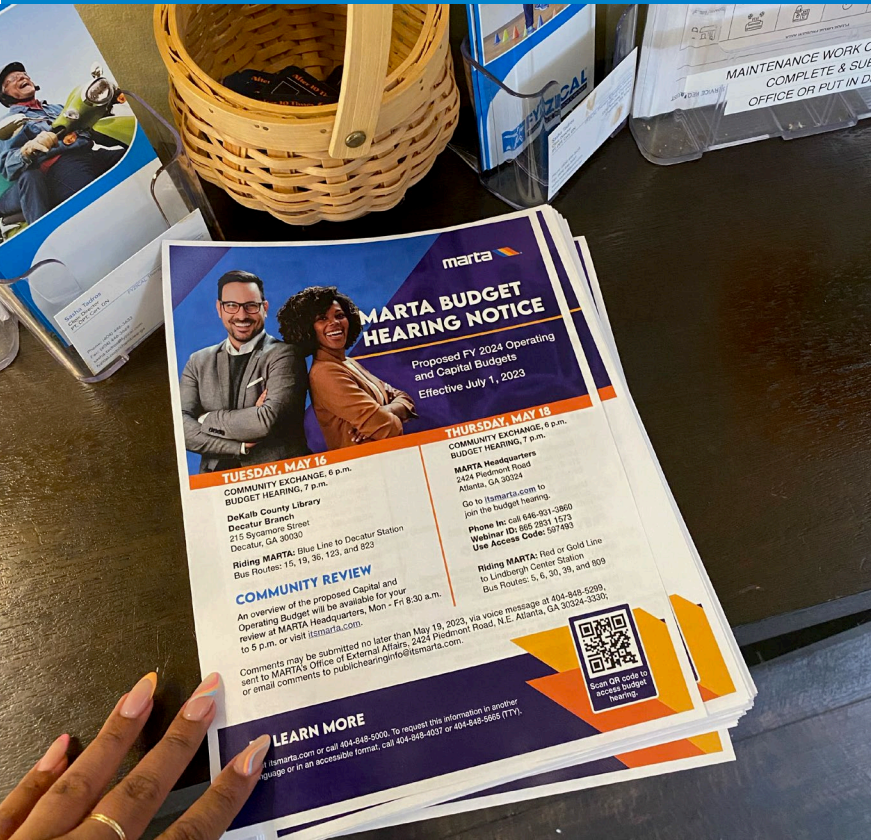
- Sales programs continue to see revenue growth as ridership rebounds
 - Although down more than 50% compared to FY20, sales has shown consistent YoY growth
 - Direct partnership sees biggest gains as service industries continue to ramp up
 - TMA's (Transportation Management Associations) continue to struggle as tech layoffs increase and availability of alternate (WFH, hybrid) work options affect sales
- Breeze Mobile 2.0 expected to boost program enrollment
 - With the expected addition of self registration and other enhancements to BM2.0 in early FY24, we expect to see a sizable uptick in ridership across our sales programs

Questions?



Results of Public Hearings on Fiscal Year 2024 Operating and Capital Budget

External Relations Committee, May 25, 2023



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BUDGET HEARING TODAY!

WHERE?
MARTA Headquarters
2424 Piedmont Road
Atlanta, GA 30324
Riding MARTA:
Red or Gold Line to
Lindbergh Center Station
Bus Routes 5, 6, 30,
35, and 599

COMMUNITY EXCHANGE 6 p.m.	PUBLIC HEARING 7 p.m.	CALL-IN OPTION Phone: 646-931-3860 Webinar ID: 865 2831 1573 Access Code: 597493
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When you find out you can still get informed if you missed the budget hearings.

VISIT

www.itsmarta.com

for more information.

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FY2024 Operating and Capital Budget Hearings:

Public Engagement Overview



MARTA's External Affairs worked collaboratively with the Finance Department to share information about the FY2024 operating and capital budget.



External Affairs hosted two public hearings (one in-person; one hybrid) on May 16 and May 18 to allow the public and stakeholders an opportunity to review and provide comments on the budget.



Customers, area residents, and stakeholders were engaged in various ways to ensure the public was adequately notified of the budget hearings.

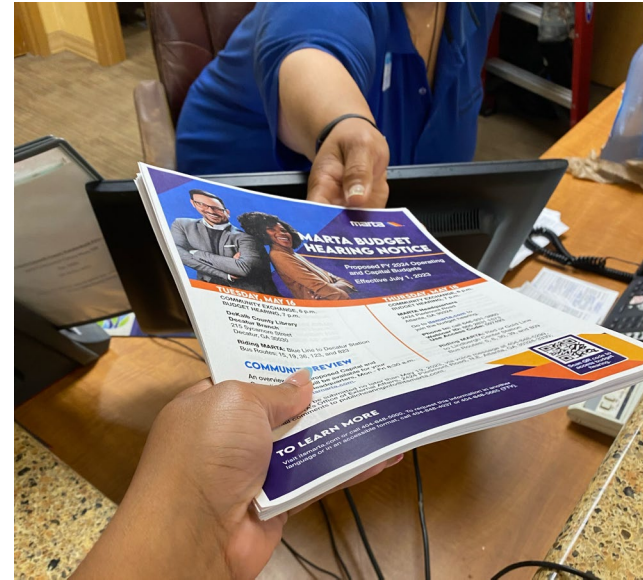
In-Person/Hybrid Meetings: 5/16/23 and 5/18/23

- MARTA hosted **two** meetings.
- One in-person meeting was hosted at **DeKalb County Library – Decatur Branch** and the other hybrid meeting was hosted at **MARTA HQ**.
- Both meetings included an hour-long **community exchange**.
- All locations were located in **close proximity to a MARTA** bus or rail line and were ADA accessible.



Public Engagement & Outreach

- Budget hearing signs were placed, and literature drops were made within MARTA's **service area**.
- MARTA shared budget hearing information via email to jurisdictional partners and stakeholders. Regional partners were asked to share information via social and listservs.
- A series of social media posts were shared across **MARTA's social media platforms** and information was prominently placed on the itsmarta.com website.
- A press release was distributed by MARTA **Communications**.



BUDGET HEARING NOTICE

TUESDAY
MAY 16 **IN PERSON**

COMMUNITY EXCHANGE, 6 p.m.
BUDGET HEARING, 7 p.m.

➤ DeKalb County Library
Decatur Branch


Riding MARTA:
Blue Line to Decatur Station
Bus Routes: 15, 19, 36, 123, and 823

THURSDAY
MAY 18 **HYBRID**


COMMUNITY EXCHANGE, 6 p.m.
BUDGET HEARING, 7 p.m.

MARTA Headquarters

➤ Riding MARTA:
Red or Gold Line to
Lindbergh Center Station
Bus Routes: 5, 6, 30, 39, and 809

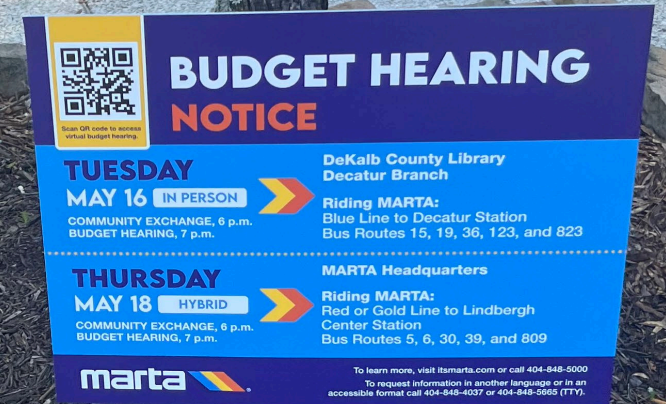
 Scan QR code
to access virtual
budget hearing.

To learn more, visit [itsmarta.com](https://www.marta.com/itsmarta.com) or call 404-848-5000.
To request information in another language or in an
accessible format call 404-848-4037 or 404-848-5665 (TTY).

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Public Engagement & Outreach

- **5,300 flyers** were distributed to DeKalb, Clayton and Fulton Library systems, Senior Centers and Government Offices within the three jurisdictions.
- **26 A-frames** were placed in high-traffic areas within key MARTA stations.
- **18 high-visibility yard signs** were placed in high-traffic areas around key MARTA stations.
- **6,500 bus hangers** were placed on MARTA buses in the service area.



Public Engagement & Outreach: Title VI

- Following Title VI requirements, public-facing collateral was also **printed in Spanish** and shared with area organizations and cultural groups for informational and sharing purposes.
- Additionally, the **multi-layered approach** provided impacted customers, area residents, and stakeholders with various touchpoints of engagement.
- Information for public meetings is always made available in an alternative form by request.



AVISO DE AUDIENCIA DE PRESUPUESTO DE MARTA

Presupuestos de operativos y capital propuestos para el año fiscal de 2024
Efectivo 1 Julio 2023

MARTES, 16 DE MAYO	JUEVES, 1 DE MAYO
<p>Intercambio comunitario, 6 PM Audiencia de presupuesto, 7 PM</p> <p>Biblioteca del condado Dekalb Local de Decatur 215 Sycamore Street Decatur, GA 30030</p> <p>Usando MARTA: Línea Azul a la estación de Decatur Rutas de autobús: 15, 19, 36, 123, y 823</p> <p>REVISO COMUNITARIO</p> <p>Una visión general de los presupuestos de operativos y capital propuestos estará disponible para su revisión en las oficinas centrales de MARTA (MARTA Headquarters) o visite a itsmarta.com.</p> <p>Comentarios pueden ser enviados a lo más tardar el 19 de mayo de 2023 a través de un mensaje de voz a 404-848-5299, a través del correo postal a la oficina de asuntos exteriores (MARTA's Office of External Affairs), 2424 Piedmont Road, N.E. Atlanta, GA 30324-3330, o puede enviar comentarios a través de correo electrónico a publichearinginfo@itsmarta.com</p>	<p>Intercambio comunitario, 6 PM Audiencia de presupuesto, 7 PM</p> <p>MARTA Headquarters (Oficinas Centrales de MARTA) 2424 Piedmont Road Atlanta, GA 30324</p> <p>Visite a itsmarta.com para unirse a la audiencia de presupuesto.</p> <p>Por teléfono: llame a 646-931-3860 ID de la reunión: 865 2831 1573 Use el Código de acceso: 597493</p> <p>Usando MARTA: Línea Roja o dorada a la estación de Lindbergh Center Rutas de autobús: 5, 6, 30, 39, y 809</p>

PARA APRENDER MÁS
Visite a itsmarta.com o llame al 404-848-5000.
Para solicitar información en otro idioma, o en un formato accesible, por favor llame al 404-848-4037 o 404-848-5665 (TTY).



Escanee el código para acceso a la audiencia de presupuesto.



Additional Digital Outreach



The public hearing **YouTube video** garnered **106 views** (hybrid meeting)



Social Media Impacts:

Facebook: **666** impressions, **6** likes, **25** post/link clicks



Twitter: **2,061** impressions, **5** likes, **6** retweets



Nextdoor: **24,727** impressions, **22** interactions



Email Distribution: **5,983** targeted stakeholders

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Public Hearing Attendance

In-Person Public Hearing:

5/16/23

Number of Attendees: 11

Questions/Comments: 4

Hybrid Public Hearing:

5/18/23

Number of In-Person Attendees: 9

Number of YouTube Attendees: 44

Number of Zoom Attendees: 3

Questions/Comments: 3

Public Comments



Lack of transparency to access budget.



Doesn't believe that all of the **information that has been shared** with public is in the budget



Want available budget document to take home.



Need budget documents in **large print for visually impaired**.



Concerns about service, including disabled and elderly bus access and losing routes.



Doesn't believe the **local jurisdictions have received copies** of the budget.



Concerns about advertising meetings, would like to see commercials.

Next Steps

Pending MARTA Board approval, the Operating & Capital Budget will go into effect **July 1, 2023**.

Jurisdictional partners, and customers will be notified of board adoption of the Operating & Capital Budget using similar tactics such as:

- Press releases
- Social media
- Email blasts



Questions?



Thank You