



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, JULY 27, 2023**

**ATLANTA, GEORGIA**

**MEETING MINUTES**

**1. CALL TO ORDER AND ROLL CALL**

Committee Chair Rita Scott called the meeting to order at 11:50 A.M.

**Board Members Present:**

Freda Hardage  
James Durrett  
Kathryn Powers  
Roderick Frierson  
Rita Scott  
Stacy Blakley  
Thomas Worthy  
Valencia Williamson

**Board Members Absent:**

Al Pond  
William Floyd  
Jennifer Ide  
Jacob Tzegaegbe  
Russell McMurry  
Jannine Miller  
Sagirah Jones

**Staff Members Present:**

Collie Greenwood  
Raj Srinath  
Peter Andrews  
Ralph McKinney  
Rhonda Allen  
Luz Borrero  
George Wright  
Carrie Rocha

**Also in Attendance:** Justice Leah Ward Sears, Tyrene Huff, Phyllis Bryant, Kenya Hammond, Deputy Chief Davenport, Stephany Fisher, Jacqueline Holland and Paula Nash

**2. APPROVAL OF THE MINUTES**

**Approval of the May 25, 2023 External Relations Committee Minutes.**

Approval of the May 25, 2023, External Relations Committee minutes. On a motion by Board Member Hardage, seconded by Board Member Durrett, the motion passed by a vote of 7 to 0 with 7 members present.

**3. RESOLUTIONS**

**Resolution Authorizing a Modification in Contractual Authorization for Professional Services for Homeless Outreach, LOA L47029**

Approval of the Resolution Authorizing a Modification in Contractual Authorization for Professional Services for Homeless Outreach, LOA L47029 On a motion by Board Member Williamson, seconded by Board Member Hardage, the resolution passed by a vote of 8 to 0 with 8 members present.

**4. BRIEFING**

**MARTA/COA Employee Fare Pilot**

Kevin Hackshaw, Manager Business Development Sales, provided the committee with an overview of the Authority's partnership with the City of Atlanta to provide a 6-month fare pilot program for City of Atlanta employees.

**Media Impressions - March - June 2023**

Stephany Fisher, Senior Director Communications, provided the committee with an update of the Authority's media impressions from March 2023 - June 2023.

**5. OTHER MATTERS**

None

**6. ADJOURNMENT**

The Committee meeting adjourned at 12:13 P.M.

Respectfully submitted,



Tyrene L. Huff  
Assistant Secretary to the Board



# Resolution Authorizing Modification of Professional Services Contract for Homeless Outreach, L47029

External Relations Committee  
July 27, 2023

**Jon Gordon**  
Customer Engagement Manager



# Agenda



Program Background



Program Impacts



Chronicles of  
Hope/Case managers



Request for  
Contract Modification



## Program Background

- Launched MARTA HOPE August 2020 with three case managers providing direct outreach on rail system
- Expanded to six case managers; 10 shelter beds
- Five beds reserved for men – Gateway Center
- Five beds reserved for women – Salvation Army
- Conduct client interviews in the Hope Office at Five Points



[MARTA Heroes | Gloria: Helping Those in Need -- YouTube](#)

# Program Impacts



**3,646**

Accepted Services  
(>23K total engagements)



**1,112**

Shelter placements



**77**

Family Reunifications



**2,770**

Social services referrals



**118**

Permanently Housed



**92**

Georgia Works



**205**

Military veterans  
helped

## Chronicles of Hope (1)

*“To whom it may concern,*

*I was homeless for a year and a half. I lived out of my car and slept on the sidewalk when my car broke down. I was relying on others to feed me because I didn't have a job. I was fortunate enough to land a job at the airport while I was still sleeping on the sidewalk. The fourth day going to work in March 2023 I ran into Miss Gloria (Woodard) at MARTA. She put me in Salvation Army and helped me with weekly meetings. I'm very fortunate to have been approved for the program I've been in. I am now moving into my own apartment at the Imperial Hotel. Thanks, Charli.” (Not pictured.)*



MARTA HOPE case manager engaging a client

## Chronicles of Hope (2)

*“Hey, you helped me get into The Georgia Works Program, and I want to Thank you for all your help! I’m going to do my best.”*

(Text message from male client who moved from Gateway Center bed and placed in jobs program. *Not pictured.*)

*“I know I had other help getting me housed, but it was you, who got me off the train and trying to do the next right thing. I know that I messed up at Gateway and that other program was not right for me. I still got my job, and I got my stuff to get out of storage. I just thank you again for helping me when I needed it most.”*

(Note from male client with alcohol dependence. Not pictured.)



MARTA HOPE case manager engaging a client

# MARTA HOPE Case Managers



Vinson Allen



Gloria Woodard



Tim Robinson



Dalerie Turner



Janika Robinson



Tiffany Gray

## Request for Approval

Extend direct outreach services and 10 shelter beds for two (2) years at a cost of \$982,800

**Request approval of Resolution Authorizing Modification of Professional Services Contract for Homeless Outreach, L47029 to HOPE Atlanta for a maximum contract value in the amount of \$1,918,000.00.**





Thank You



# City of Atlanta Employee Fare Pilot

External Relations Committee

July 27, 2023



# Overview

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- In collaboration with MARTA, the City of Atlanta is conducting an employer sponsored pilot for City of Atlanta employees
- Pilot will provide unlimited transit on MARTA rail and bus within the MARTA service area
- City of Atlanta will cover the cost of the pilot
- The 6-month program will run from Aug 1, 2023 to Jan 31, 2024
- Up to 1,000 total participants (city employees) will be able to join the program at no cost to the employees
- Participants will use the Breeze Mobile 2.0 app to access their free fare during the pilot



# Implementation/Kickoff

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- The City will be responsible for outreach and selection of participants and communication during pilot period
- The pilot will operate as first come, first serve until 1000 participants have been enrolled
- MARTA will enroll/delete participants in pilot and manage tech support during pilot period including providing Breeze Mobile signup assistance on kickoff day and video/static walkthroughs
- Participants will be required to take pre and post-pilot surveys



# Pilot Evaluation and Next Steps

- MARTA's Customer Experience and Research & Analysis teams will work with the city to evaluate the following during the pilot-
  - Transit patterns, increases/decreases in use
  - How free access changes usage
  - Is transit used for more than just trips to work?
  - Do participants' perception of the system change over the course of the pilot?
- The City will evaluate pilot data and determine next steps before the pilot ends in 2024





# Open Discussion/ Q&A

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# MEDIA IMPRESSIONS

March – June 2023

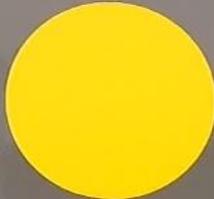
**MARCH**

More  
MARTA

**4,600** Impressions  
**95%** Positive & Neutral  
**\$11M** AVE

Five

Points



**APRIL**

**Autism Transit Project**



**5,600** Impressions

**90%** Positive & Neutral

**\$17M** AVE



MAY

Taylor Swift Concerts

6,000 Impressions  
89% Positive & Neutral  
\$21M AVE



**5,600** Impressions  
**96%** Positive & Neutral  
**\$17M** AVE

**marta**  **RAPID**

**JUNE**  
MARTA Rapid

# QUESTIONS

