



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, FEBRUARY 22, 2024

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair Rita Scott called the meeting to order at 12:15 P.M.

Board Members

Present:

Al Pond
Freda Hardage
James Durrett
Kathryn Powers
Roderick Frierson
Jennifer Ide
Sagirah Jones

Board Members

Absent:

Rita Scott
Stacy Blakley
Thomas Worthy
William Floyd
Valencia Williamson
Jacob Tzegaegbe
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Carrie Rocha
Kevin Hurley
Peter Andrews
Michael Kreher
Rhonda Allen
George Wright

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

2. APPROVAL OF THE MINUTES

January 18, 2024, External Relations Committee Minutes

On a motion by Board Member Pond, seconded by Board Member Hardage, the motion passed by a vote of 7 to 0 with 7 members present.

3. BRIEFING

Briefing - Government Affairs Update

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

Briefing – Civil Rights Act 60th Anniversary & Black History Month Observance

Chinnette Cannida, Director Marketing, provided the Committee with an overview of MARTA's activities and events around the Civil Rights Act 60th Anniversary and Black History Month Observance.

4. OTHER MATTERS

Proclamation - Black History Day - February 22, 2024

Approval of the Proclamation – Black History Day – February 22, 2024. On a motion by Board Member Durrett, seconded by Board Member Hardage, the motion passed by a vote of 7 to 0 with 7 members present.

5. ADJOURNMENT

The Committee Meeting adjourned at 12:37 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

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



External Relations Committee Government Affairs Update

February 22, 2023

Jennifer Larosa
Sr. Director, Government Affairs

KEY ITEMS

Adjournment Calendar Passed

- ✓ February 29th – Crossover Day (Day 28)
- ✓ March 28th – Sine Die (Day 40)

FY25 Governors Budget

- ✓ Georgia Transit Trust Fund recognized at \$32M revenue for FY25



LEGISLATION TRACKING

- ✓ BRT Camera enforcement local legislation
- ✓ HB1115 – FLOST sales and use tax
- ✓ Electric charging station legislation



CULTIVATING CHAMPIONS

Create champions with more ongoing MARTA contacts and engagement

- ✓ Speaking at delegation meetings as requested
- ✓ Sharing MARTA initiatives with broader state committees (Station Soccer, Artbound, HOPE Atlanta, Public Safety, Mental Health, etc.)



TRANSIT DAY AT THE CAP



advanceatlanta.com

TRANSIT DAY AT THE CAPITOL

THE YEAR OF RAPID EXPANSION

WHERE STATE CAPITOL BUILDING ROOM 216

WHEN MONDAY, FEBRUARY 12 10AM - 12PM





Thank You





Marketing & Communications
*Civil Rights Act 60th Anniversary &
Black History Month Observance*
2/22/2024

Chinnette Cannida
Director of Marketing



marta



#SHIFTTHECULTURE

20 KING HOLIDAY
24 OBSERVANCE

IT STARTS WITH ME.

SHIFTING THE CULTURAL CLIMATE THROUGH THE STUDY AND PRACTICE OF KINGIAN NONVIOLENCE



TEXT
MLKGIVE
TO
44321

Yearlong celebration of Black History with specially designed buses honoring Atlanta's Civil Rights icons



Juanita Jones Abernathy

Served on the MARTA Board of Directors for more than 16 years, advocating for transit equality and helping shape the Authority's goals, especially for customer experience.







**Rev. Dr. Joseph E. Lowery &
Evelyn Gibson Lowery**



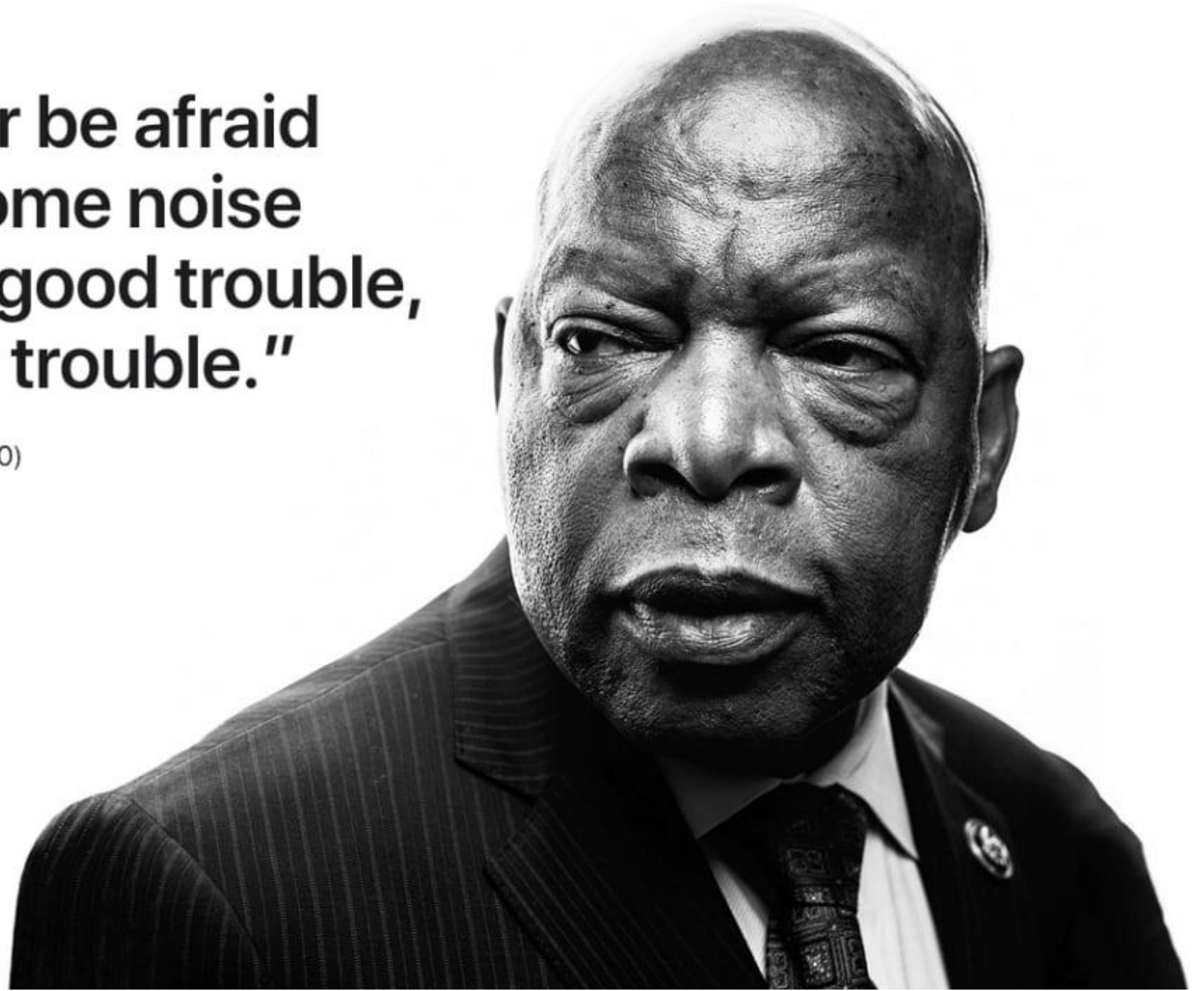


Ambassador Andrew Young



**“Never, ever be afraid
to make some noise
and get in good trouble,
necessary trouble.”**

Rep. John Lewis (1940-2020)







Rosa Park's Consortium Transit Equity Day at City Hall



martatransit

Rev. Warren Freeman • Rosa Parks Tribute



martatransit Today, on #TransitEquityDay, we pay tribute to the fearless Rosa Parks and recognize her vital role in the fight for transportation equity.

Rosa Parks' act of courage on a bus in Montgomery, Alabama sparked a movement for civil rights and paved the way for equal access to public transportation.

Let's continue to work towards a future where affordable and reliable transit is accessible to all.

#RosaParks
#TransitEquity
#CivilRightsMovement

5d



TRANSIT EQUITY WEEK
Rosa SAT DOWN so we could STAND UP for Transit!

WWW.GEORGIASTANDUP.ORG | 404.581.0061 | #GASTANDUP

THE CITY OF ATLANTA
WALKER B. HARRIS
ATLANTA, GEORGIA
1888-1918

Barrier-breaking Black employees were honored throughout the Black History Month

- **Fred Brown, Govan Emerson, Henry Lee Spearman, Albert McWilliams, and Charlie Frank Reeves** - first Black bus operators at MARTA.
- **Gail Blackmon** - a retired receptionist and secretary who was one of MARTA's first Black employees.
- **Morris J. Dillard Sr.** - Director of Community Relations and one of MARTA's first Black executives.
- **Coy Dumas Jr.** - MARTA's longest-serving bus operator and retired in 2023 after 50+ years of service.
- **Charlie Frank Reeves** - first Black Bus Operator Supervisor at Atlanta Transit in 1963. Atlanta Transit was acquired by MARTA in 1971.



breeze

MARTA CELEBRATES
**BLACK
HISTORY
MONTH**



breeze

CELEBRATING
**BLACK
HISTORY
MONTH**



Photo: Transit Times



MARTA Black History Month Trivia

Which rail station is named after a Civil Rights icon who is also an Atlanta native?

Select

Who was MARTA'S first African American General Manager?

Select

Who was the first African American Engineering and Construction Company Contract Partner with MARTA?

Select

Who was MARTA's first African American Bus Supervisor?

Select

Who were the first two African Americans to have MARTA stations named after them?

Choose 2.

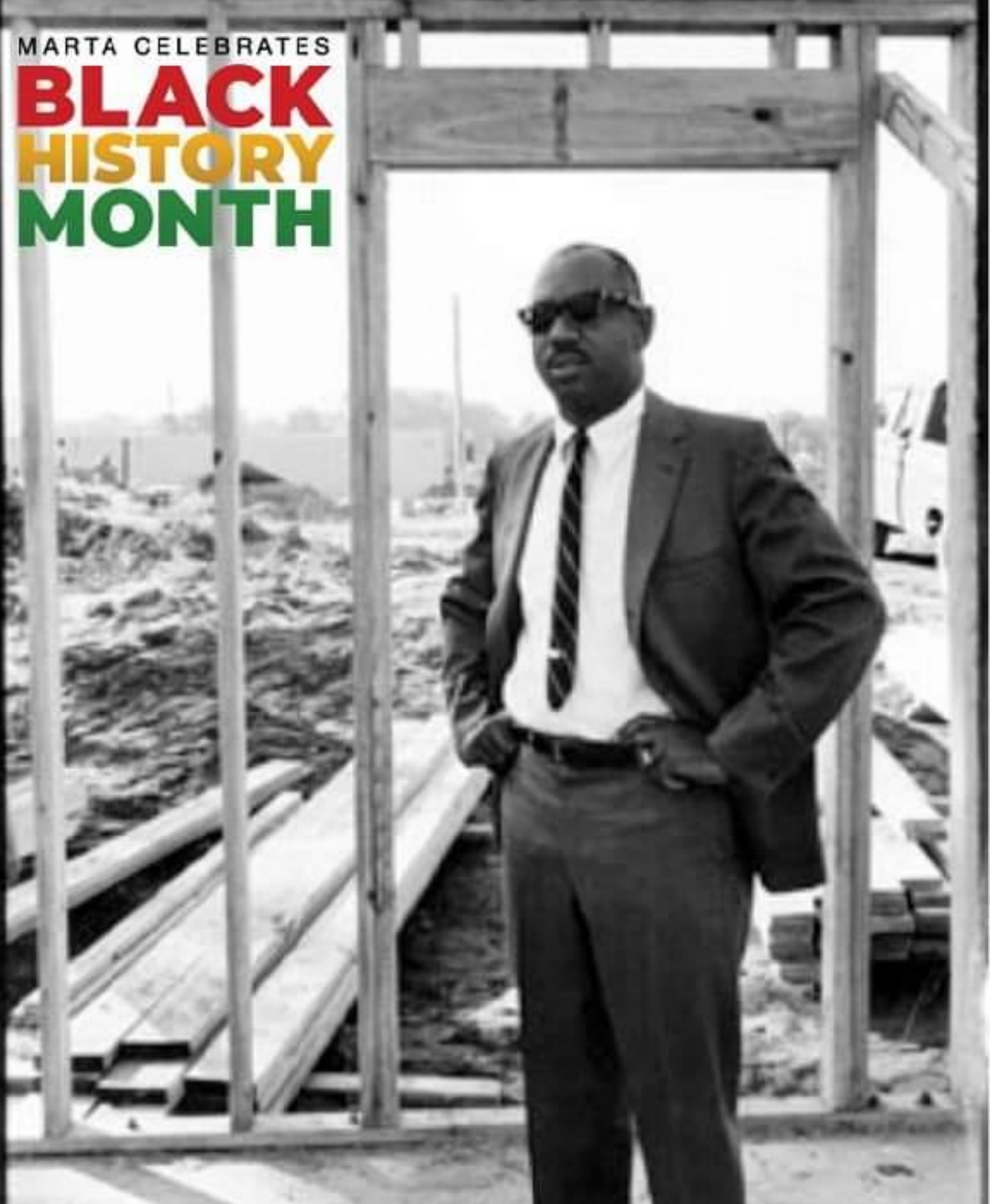
Select

Which station has shuttle service to Atlanta's HBCUs?

Select

MARTA CELEBRATES

**BLACK
HISTORY
MONTH**





Playlist

MARTA Celebrates Black History Month

MARTA commemorates Black History Month with a musical tribute paying homage to the contributions and achievements of Black leaders and trailblazers throughout history. (Curated by: MARTA staff)



MARTATransit • 11 likes • 30 songs, about 2 hr



List 



MARTA
CELEBRATES

**BLACK
HISTORY
MONTH**

Honoring Our Transit Trailblazers

(Standing) E. Brown, C. Emerson, and H. Spaxman



PROCLAMATION

MARTA Black History Day

February 22, 2024

Whereas: MARTA's Board of Directors acknowledges the invaluable contributions, dedication, and legacy of the Black employees who have played a pivotal role in shaping the foundation of the Authority and have exemplified exceptional leadership, resilience, and innovation while breaking down barriers and paving the way for future generations; and

Whereas: **Fred Brown, Govan Emerson, Albert McWilliams, and Henry Lee Spearman** were among the first Black bus operators in 1962 for Atlanta Transit System Bus Company which would later become MARTA in 1972; and

Whereas: **Charlie Frank Reeves**, one of the first Black bus operators and the first Black bus supervisor, was among the first employees hired at Atlanta Transit System Bus Company which would later become MARTA in 1972; and

Whereas: **Morris J. Dillard, Sr.**, one of the original 13 employees of MARTA, whose tireless advocacy led to the passing of the 1971 referendum that created MARTA, in his 20 years with the Authority served as Deputy General Manager and as Director of Community Relations – one of MARTA's first Black executives; and

Whereas: **Gail Winfrey Blackmon** was one of the original 13 employees of MARTA who helped advocate for the 1971 referendum, and having spent 23 years with the Authority, retired in 1995; and

Whereas: **Coy Dumas, Jr.** is among MARTA's earliest Black bus drivers and is honored as the Authority's longest serving bus operator who has driven over two million miles accident-free in his 51 years of service from 1972 to 2023; and

Whereas: **Ike Bethel, Jr., James C. Emerson, Bobby J. Kenner, Hubert Minor, Marion H. Parks, Willie Phillips, Jr., William S. Tanks, Marcus Thomas, and Walter Wilkins**, who are collectively known as the Avondale Nine, are recognized for their dedication and expertise in bus and railcar safety and maintenance as they were MARTA's first Black railcar technicians and part of the group of employees responsible for the deployment of MARTA's first heavy railcar service in 1979;

Now, therefore, be it resolved that MARTA's Board of Directors deems it appropriate and proper that February 22, 2024, be proclaimed MARTA Black History Day, and encourages all staff to reflect on the accomplishments and contributions of these outstanding individuals, and hereby declares our deepest gratitude and appreciation to our historical Black employees, whose legacy will forever be etched in the annals of our organization's history.

MARTA Board of Directors

Stacey Blakley
Jim Durrett
Bill Floyd

Rod Frierson
Freda Hardage
Jennifer Ide

Sagirah Jones
Russell McMurry
Jannine Miller

Al Pond
Katie Powers
Rita Scott

Jacob Tzegaegbe
Valancia Williamson
Thomas Worthy