



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MAY 23, 2024

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Chair Rita Scott called the meeting to order at 12:00 P. M.

Board Members

Present:

Freda Hardage
James Durrett
Roderick Frierson
Rita Scott
Stacy Blakley
William Floyd
Jennifer Ide
Sagirah Jones

Board Members

Absent:

Al Pond
Kathryn Powers
Thomas Worthy
Valencia Williamson
Jacob Tzegaegbe
Russell McMurry
Jannine Miller

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Carrie Rocha
Peter Andrews
Ralph McKinney
Rhonda Allen
George Wright
Kevin Hurley

Also in Attendance: Justice Leah Ward Sears, Phyllis Bryant, Chinnette Cannida, Stephany Fisher, Kenya Hammond, Jacqueline Holland, Jonathan Hunt and Tyrene Huff

2. APPROVAL OF THE MINUTES

Approval of the March 28, 2024 External Relations Committee Minutes.

Approval of the March 28, 2024, External Relations Committee Minutes. On a motion by Board Member Ide, seconded by Board Member Durrett, the motion passed by a vote of 8 to 0 with 8 members present.

3. BRIEFING

Briefing - MARTA and Atlanta United Partnership Update

Chinnette Cannida, Sr. Director Marketing and Sales, briefed the Committee on the MARTA and Atlanta United Partnership elements, milestones and progress to date.

Briefing - Airport Communications

Stephany Fisher, Sr. Director Communications, provided the Committee with an update on the Airport Station closure and reopening communications.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 12:29 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://www.youtube.com/live/TKl8XWyrqfs?feature=shared>



METRO ATLANTA

MARTA board OKs pending sponsorship deal with Atlanta United

Mercedes-Benz Stadium may soon be awash with MARTA branding, special ticket packages and more during matches



**MARTA X Atlanta United
Partnership Update –
Marketing Plan Review
5/23/2024**

**Chinnette Cannida
Sr. Director of Marketing**

Agenda

- Recap: Partnership Elements
- Season 1: Milestones & Progress to Date
- Marketing Plan Goals & Metrics
- Marketing Strategies / Activations
- Season 1: Themes / Messaging & Timeline
- Creative Assets Overview
- Strategy Activations: Marketing & Events
- **SEE** What's Coming!





RECAP: Partnership Elements

- Rights & Designations
- MARTA Ticket Package
- Co-Branded Retail Collection
- In-Stadium Branding
- Social Media, Website (ROS ads) & Radio Activation
- 1-Pre-Match/Tailgating Display
- 8-Lower-level Season Tickets

Season 1: Key Milestones

Campaign Kicked Off – Week of 5/6

- Match Day: 5/11
 - In-Stadium Branding – 5/11
 - Pre / Post Match Radio Spots – 5/11
 - IPTV – 5/11
 - Run-of-Site ads 5/20

MARTA Ticket Pack Activation – 6/2

Pre-Match Activation – 9/18

Retail Collection Launch 9/18

Last Regular Season Match:

- Saturday, October 19



MARTA TICKET PACK

INCLUDES T-SHIRT

[PURCHASE TICKETS](#)

GOAL! GOOOOOOOOAL!

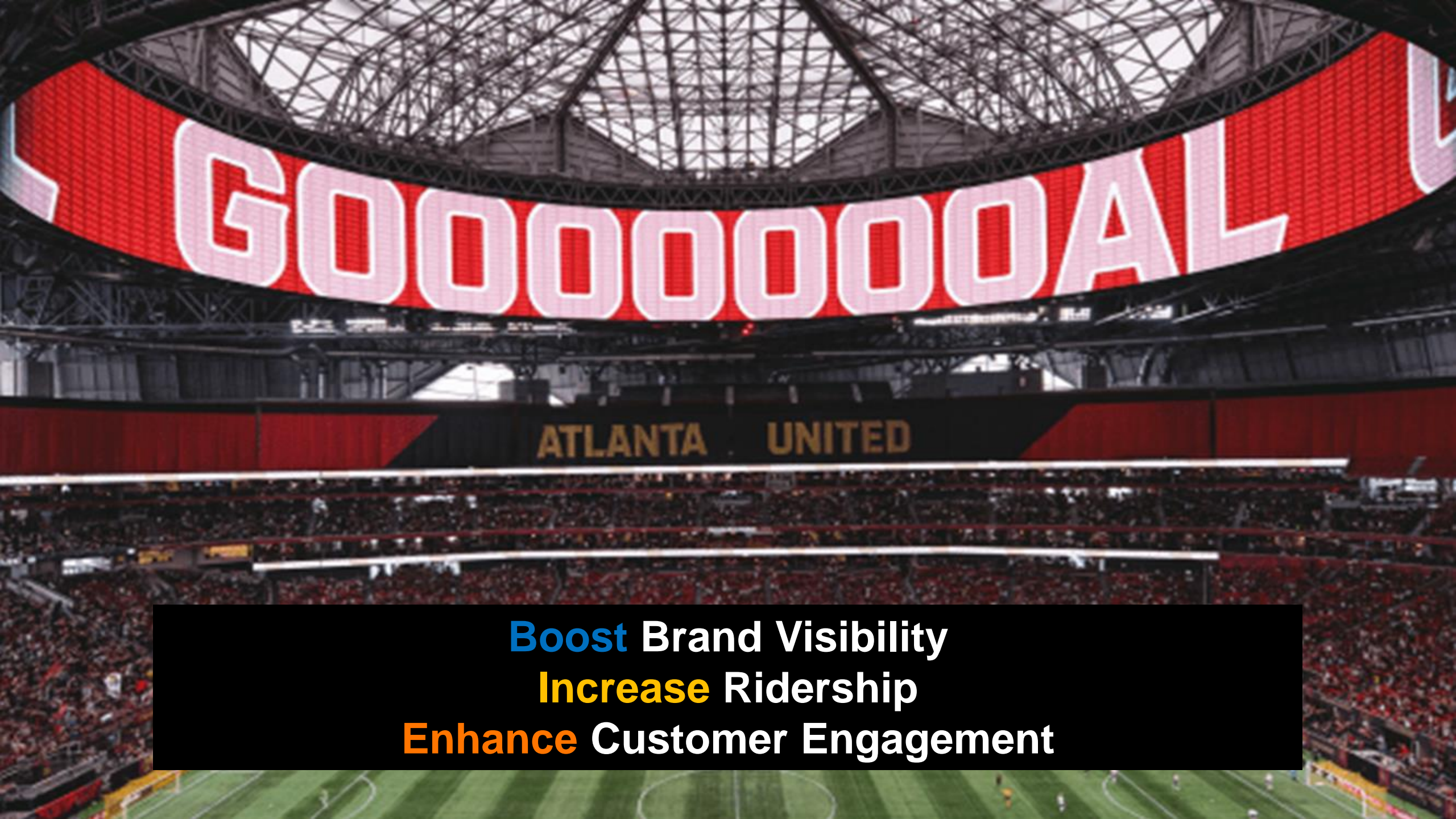




In-stadium branding giving **two minutes** of exposure on upper and lower-level **2,700-foot** LED Ribbon Boards, and the **100-foot tall, 6,700-square-foot** Mega-Column



Ten minutes of content on concourse IPTV monitors delivering **1600+ displays** in the stadium to encourage fans to ride MARTA and help direct fans towards the best exits to use MARTA following each match at the Stadium



GOOOOOOAL

ATLANTA UNITED

Boost Brand Visibility
Increase Ridership
Enhance Customer Engagement



Marketing Strategies / Activations

- Website Updates (itsmarta.com)
- Email Marketing
- Social Media
- Public Relations/Earned Media
- Paid Advertising
- In-Station / Bus Shelter Signage
- Employee/Customer/Station Soccer Events & Activations

Season 1: Themes/Messaging

Campaign kick-off

- 5/11 – Match Day “Take MARTA” through the end of the regular season

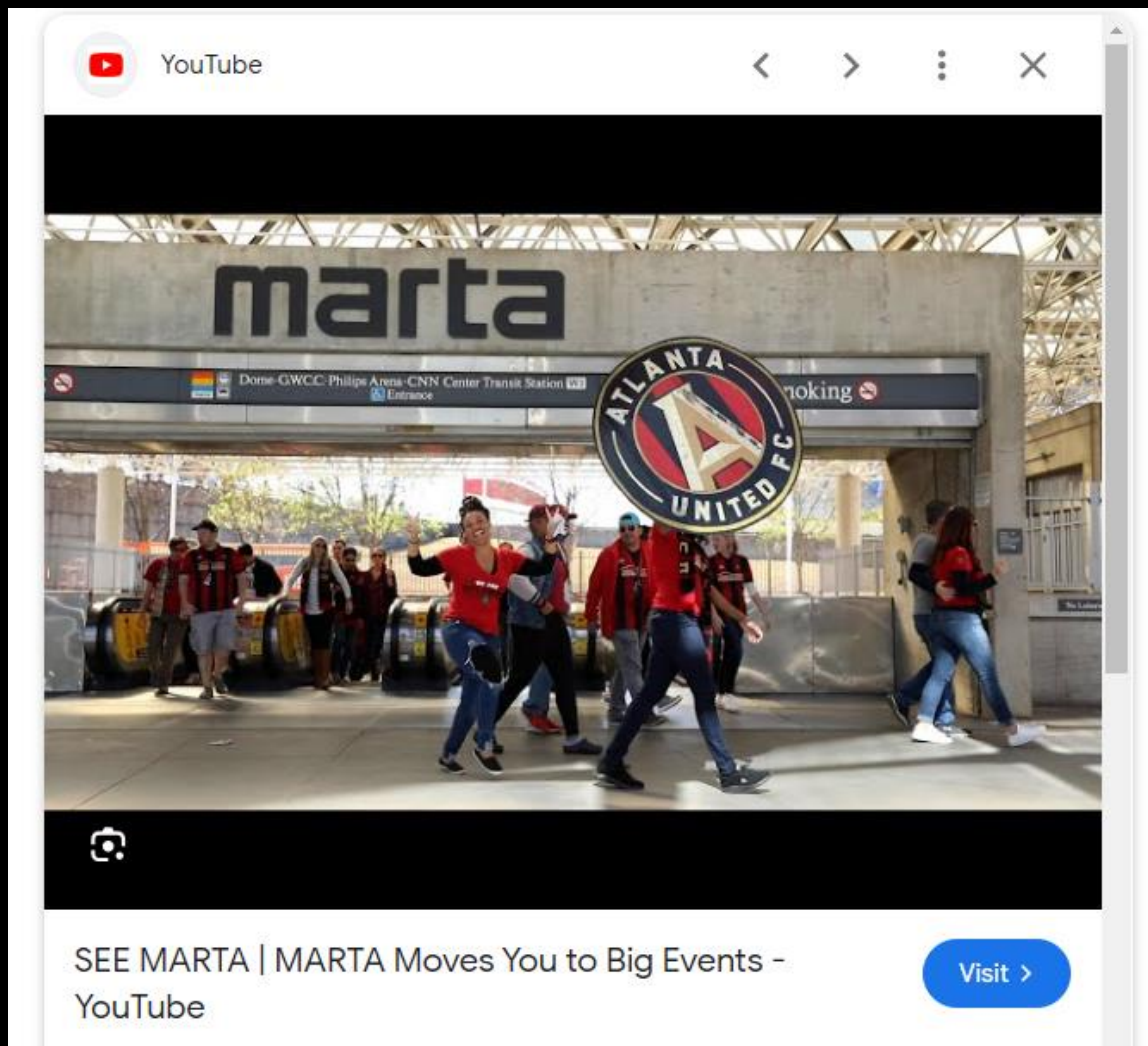
ATL UTD Activation Theme Nights

- 6/2/24: Pride; MARTA Ticket Package Match
- 6/15/24: Honor Black Excellence/Father's Day
- 9/14/24: Latin Heritage

MARTA “Ride with Respect” Campaign

- 9/1/24 – 10/19/24: “We are all UNITED...on game day!” “Respect is how we roll!”





Creative Assets Snapshot

- Digital Assets – Website/social media banners, posts and email graphics
- Videos - Ride with Respect, player animations
- Print/digital collateral using soccer game calls and lingo for *Take MARTA* and “Ride with Respect” campaign messaging

Website updates and email marketing campaigns to broaden visibility and increase online engagement

Website: 30K visits per week

Email: 115K subscribers; 36% open rate

- Promote a standing feature on the homepage in the MARTA Updates section
- Emails to announce the partnership and promote the MARTA Ticket Package
- Ongoing pre-match email campaigns to engage our existing email audience to encourage fans to take MARTA
- Include Atlanta United activations in MARTA's new monthly events newsletter

marta 

SUN. JUNE 2

MARTA TICKET PACK

MARTA partners with Atlanta United!

Join Atlanta United FC on Sunday, June 2,
as the 5-Stripes take on Charlotte at 4:30 PM

This MARTA ticket pack includes an *EXCLUSIVE* co-branded MARTA x ATL
UTD T-Shirt plus a complimentary co-branded \$10 MARTA Breeze Card.

This shirt and Breeze card aren't available anywhere else! So don't miss out.
Seats with this pack are in the Upper Goal area and are \$35 each.

GET TICKETS

 × marta 



Social media campaign targeting Atlanta United Fans to grow followership and build excitement about the partnership

Social Media Metrics: Total 934K followers; 6M+ Impressions

- Initiate friendly banter with opposing teams' mascots or public transit systems on social media leading up to match day
- **Tales from the Rails:** Atlanta United edition fan interviews on match day
- Leverage player's likenesses
- Promote merchandise sales, events & pop-ups, and **"Ride with Respect" Campaign** video content
- Collaborate on United's popular "Story of Stats" campaign





In-Station/Bus Shelter Signage – June 2

Digital display campaign in rail stations & bus shelters near the Mercedes-Benz Stadium/Vine City Train Stations and top 5 stations for traveling to games - East Lake, H.E. Holmes, Inman Park, North Springs, Edgewood/Candler Park, Doraville, Clayton County



- CONMEBOL -

COPA AMERICA

USA 2024

Watch Party

West End Station | Station Soccer

June 20, 7 p.m.



Employee / Customer Activations & Events

- **Co-Branded Merchandise Pop-Ups:**
 - Hispanic Heritage Month Customer event – mid-Sept.
 - Holiday Market – Nov. 21
- **Pre-Match Tailgating Activation Day @ Home Depot Backyard – 9/18**
 - Prize Wheel, DJ, photo booth, custom Breeze card





COMING SEPTEMBER 2024

ATLANTA UNITED

MARTA COLLECTION



Thank You

marta ®

Check-In
Main Checkpoint
Control de Seguridad
North Checkpoint
Control de Seguridad Norte

AIRPORT STATION CLOSURE COMMUNICATIONS

February 22 – May 20, 2024

marta
Shuttle to Train
Temporarily Closed 4-19

Hartsfield-Jackson
Atlanta International Airport

MARTA Airport Station
Temporary Closure
April 8 – May 19

marta

MARTA Airport Station closes for 6 weeks for renovations



The Atlanta Journal-Constitution

ATLANTA AIRPORT NEWS

MARTA Airport station now closed for 6 weeks. What passengers say

A shuttle bus is taking passengers between the airport and the College Park station during the closure

MARTA's airport station closed for six-week renovation



Work at Atlanta airport MARTA station ahead of schedule



MARTA Airport Station: What riders need to know about station closing for 6 weeks

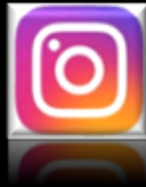
Atlanta Airport MARTA Station closes for renovations





Airport

MENTIONS 1,211
POSITIVE & NEUTRAL 98%
AVE \$11 M



MARTA
Apr 12 · 🌐

Construction at MARTA's Airport Station continues around the clock! Cr... See more




See insights and ads Boost post

👍👍 588 65 comments · 60 shares

martatransit




View insights Boost post

👍🗨️📌

👍👍 Liked by rodgratcliffe and 190 others


MARTA (Metropolitan Atlanta...
19,166 followers
21h · 🌐


MARTA Airport Station reopened today after a six-week closure to renovate the concourse and platform levels. The following work was completed during a temporary station closure from April 8 through May 19.
Learn more: <https://bit.ly/3UOS9Xt>





👍👍👍 178 8 comments · 16 reposts

Comments

 **thomasbarker01** 1h
Should have single tracked. You've conditioned people to not rely on marta for the most useful station
Reply

 **eri_raymundo** 1h
@thomasbarker01 they've provided an alternative, and if that doesn't work for you. You can use other services. Nobody Can never let Marta do anything
Reply

 **johnbolen25** 36m
@thomasbarker01 single tracking would take so much longer and still be very inconvenient.
Reply

 **b_georgeous** 34m
@thomasbarker01 the shuttle is great

IMPRESSIONS 1,176,095
ENGAGEMENTS 13,319
VIEWS 24,572



THANK YOU

Questions

