

BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MARCH 24, 2022

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Chair Robert Ashe III called the meeting to order at 10:04 A.M.

Board Members Al Pond

<u>Present:</u> Freda Hardage

Robert Ashe III Roderick Frierson

Rita Scott

Reginald Snyder William Floyd

Board Members Jim Durrett

Absent: Kathryn Powers

Roberta Abdul-Salaam

Stacy Blakley Thomas Worthy

Christopher Tomlinson

Roderick Mullice

Staff Members Present: Collie Greenwood

Melissa Mullinax Manjeet Ranu Raj Srinath Rhonda Allen George Wright

Also in Attendance: Justice Leah Ward Sears, Stephany Fisher, Collen Kiernan, Tyrene

Huff, Kenya Hammond

2. APPROVAL OF THE MINUTES

Approval of the February 17, 2022 External Relations Committee Minutes

Approval of the February 17, 2022 External Relations committee minutes. On a motion by Board Member Snyder, seconded by Board Member Frierson, the motion passed by a vote of 6 to 0 with 6 members present.

3. BRIEFING

Briefing - Media Impressions for November 2021 - February 2022

Manager of Communications Stephany Fisher presented the above briefing highlighting the Authority's media impression.

Briefing - APTA Legislative Conference Highlights

Senior Director, Government Affairs Colleen Kiernan presented the above briefing highlighting the events and meetings during the APTA Legislative Conference and Capitol Hill visits.

4. OTHER MATTERS

None

5. ADJOURNMENT

Meeting adjourned at 10:16 A.M.

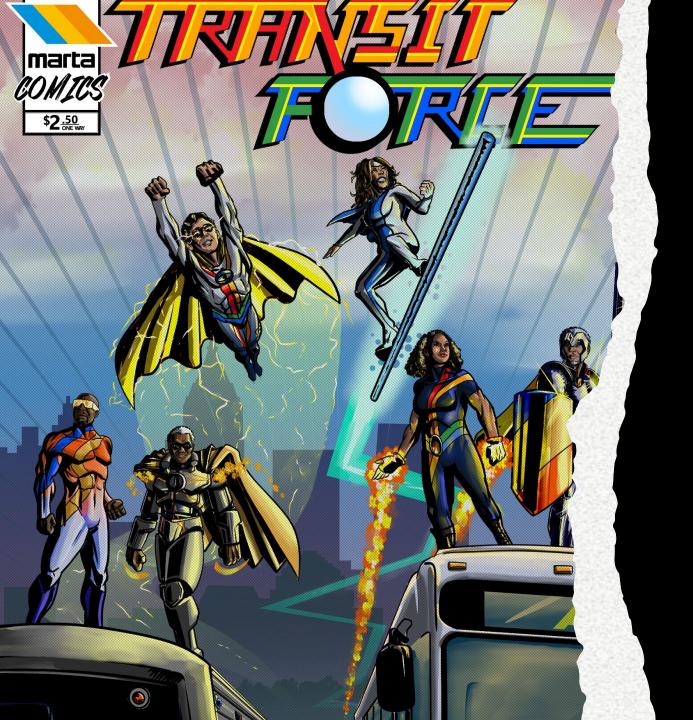
Respectfully submitted,

Tyrene L. Huff

Assistant Secretary to the Board

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YouTube link: https://youtu.be/MOE-ELG2Quw



MEDIA IMPRESSIONS

November 2021 – February 2022

NOVEMBER

Indian Creek Groundbreaking

10 Press Releases

556 Mentions

\$7M AVE

76% Positive or Neutral in Tone





DECEMBER

TOD Affordable Housing Preservation Fund

14 Press Releases

545 Mentions

\$8.5M AVE

97% Positive or Neutral in Tone



JANUARY
State of MARTA

16 Press Releases

1,440 Mentions

\$38M AVE

91% Positive or Neutral in Tone

FEBRUARY

MARTA Reach

19 Press Releases

740 Mentions

\$32M AVE

91% Positive or Neutral in Tone





QUESTIONS





APTA Legislative Conference Highlights

March 15, 2022

Colleen Kiernan

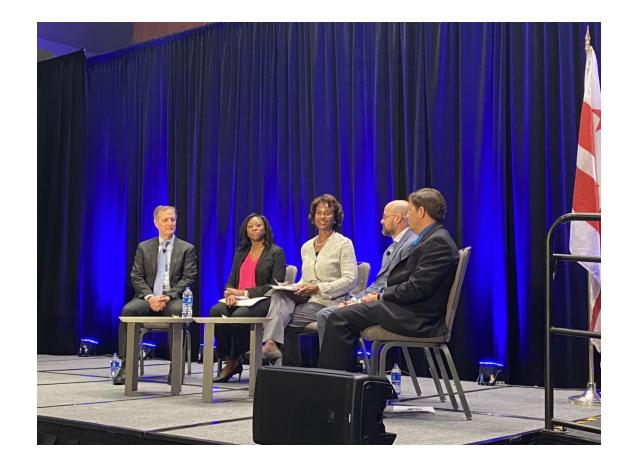
Senior Director Gov't & Community Affairs





APTA LEGISLATIVE CONFERENCE







SENATE BANKING COMMITTEE







SEN. JON OSSOFF







REP. HANK JOHNSON







REP. LUCY MCBATH







SEN. RAPHAEL WARNOCK







REP. DAVID SCOTT







Thank You

