



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, MAY 23, 2024**

**ATLANTA, GEORGIA**

**MEETING SUMMARY**

**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.

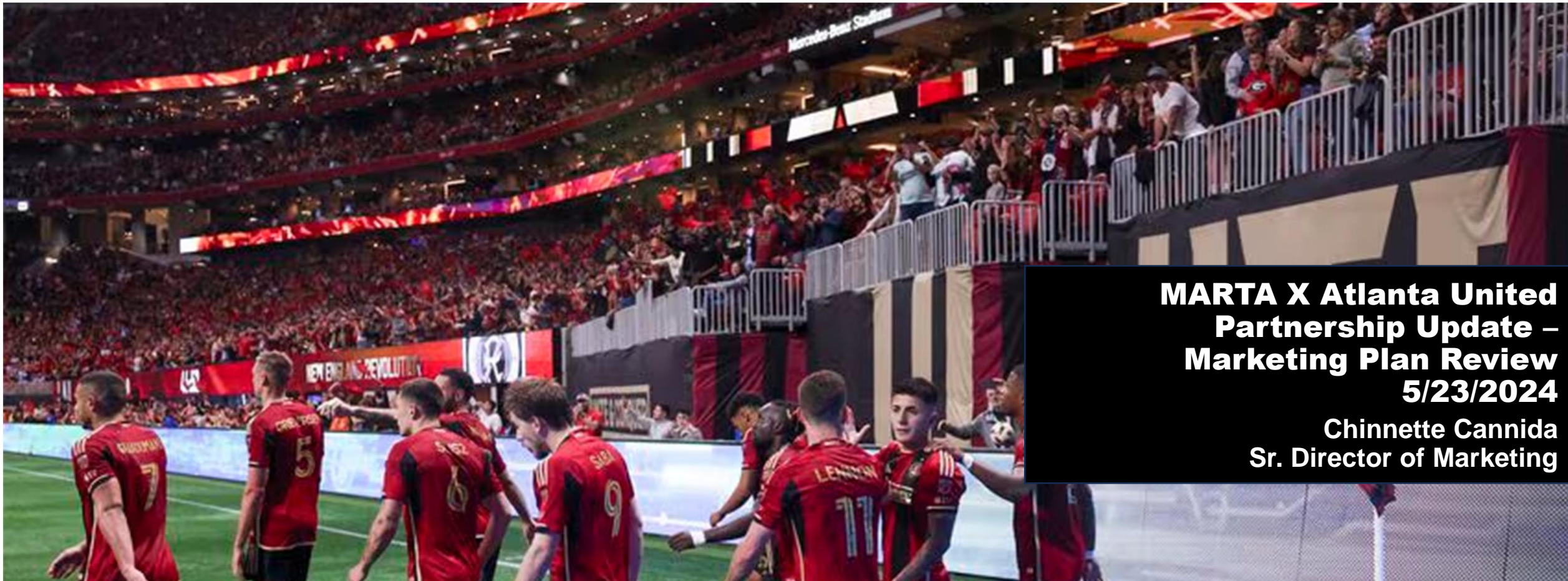
YouTube link: <https://www.youtube.com/live/TKl8XWyrqfs?feature=shared>



## 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

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- 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

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## 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!







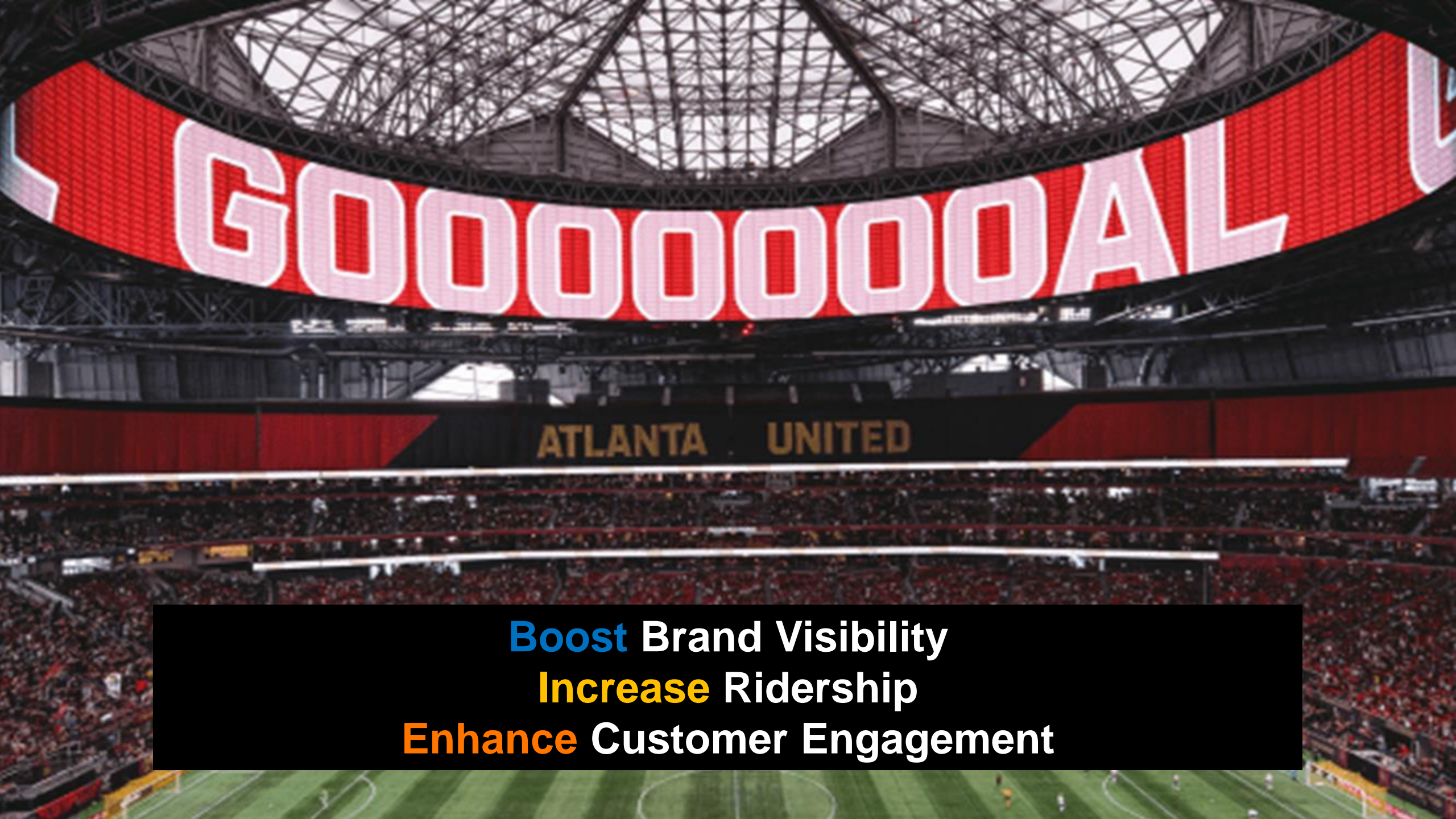
In-stadium branding giving **two minutes** of exposure on upper and lower-level **2,700-foot** LED Ribbon Boards, and the **100-foot** tall, **6,700-square-foot** Mega-Column





**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](http://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

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## Campaign kick-off

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

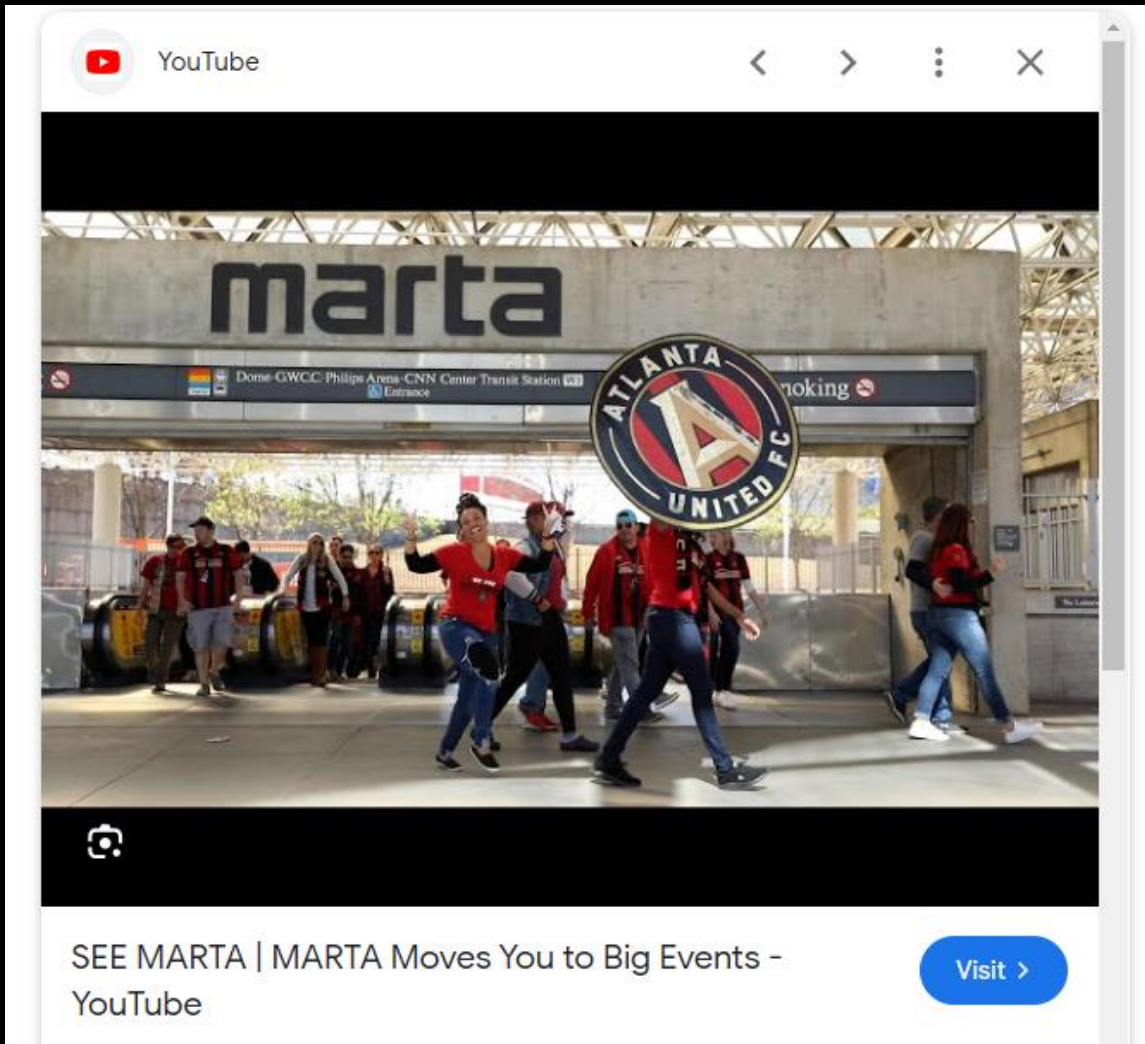
## ATL UTD Activation Theme Nights

- 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**



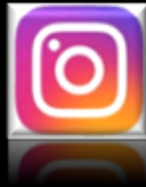




Airport

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

