



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**EXTERNAL RELATIONS COMMITTEE**

**THURSDAY, FEBRUARY 22, 2024**

**ATLANTA, GEORGIA**

**MEETING SUMMARY**

**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  
Jim 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.**

Approval of the 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 with an update of 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 Jim Durrett, seconded by Board Member Hardage, the motion passed by a vote of 7 to 0 with 7 members present.

**5. ADJOURNMENT**

Committee Meeting adjourned at 12:37 P.M.



# **External Relations Committee Government Affairs Update**

February 22, 2023

**Jennifer Larosa**  
**Sr. Director, Government Affairs**

## KEY ITEMS

### Adjournment Calendar Passed

- ✓ February 29<sup>th</sup> – Crossover Day (Day 28)
- ✓ March 28<sup>th</sup> – 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](http://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 60<sup>th</sup> 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**





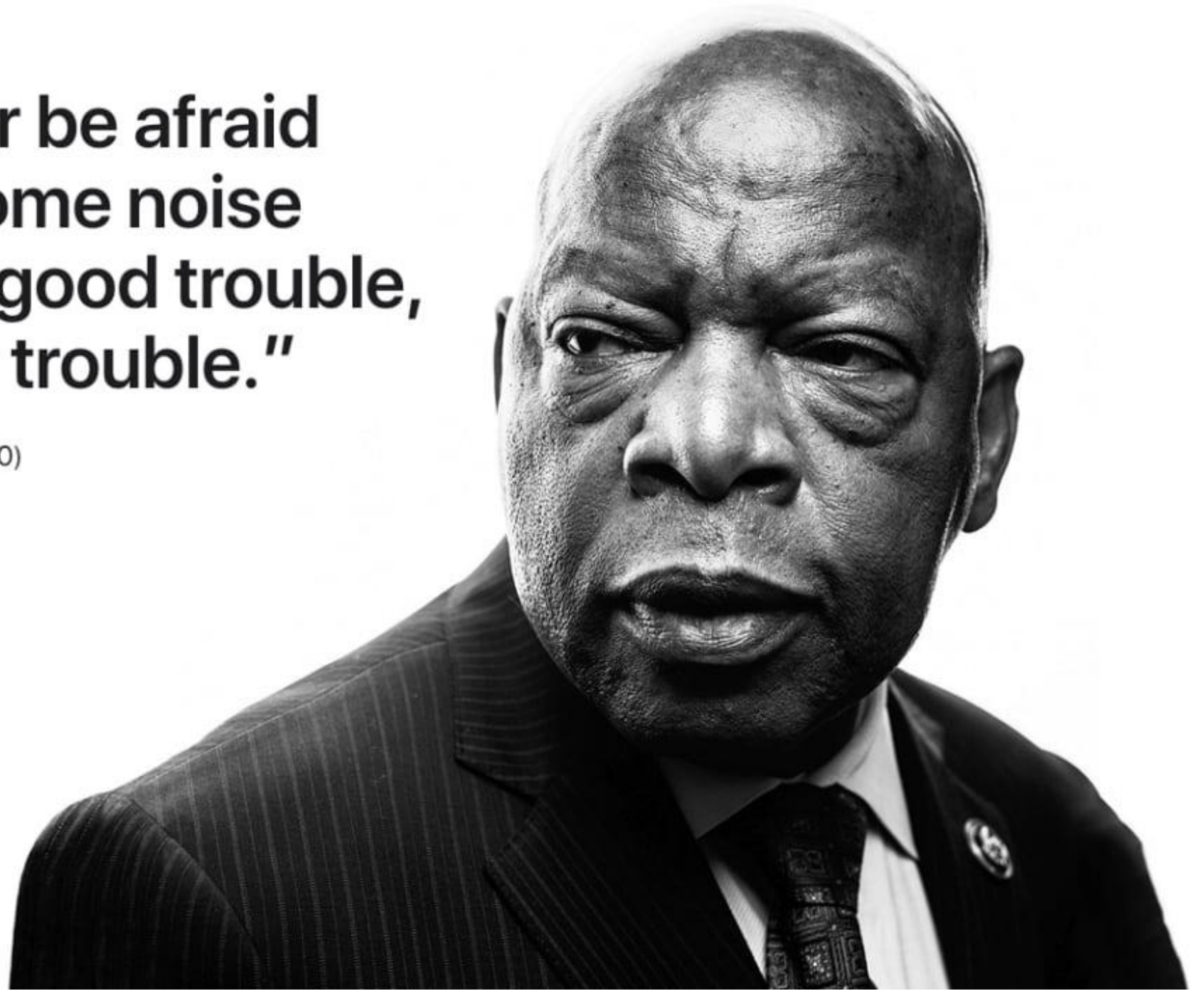
**Ambassador Andrew Young**





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

Rep. John Lewis (1940-2020)







253

ROSA PARKS  
HISTORICAL SOCIETY

*breeze*  
MARTA CELEBRATES  
**ROSA PARKS DAY**  
FEBRUARY 4, 2024  
LINC RIDE Xpress marta

BLACK FEMALE LEGENDS

**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  
MARTA  
COMMUNITY DEVELOPMENT  
DEPARTMENT

## 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.

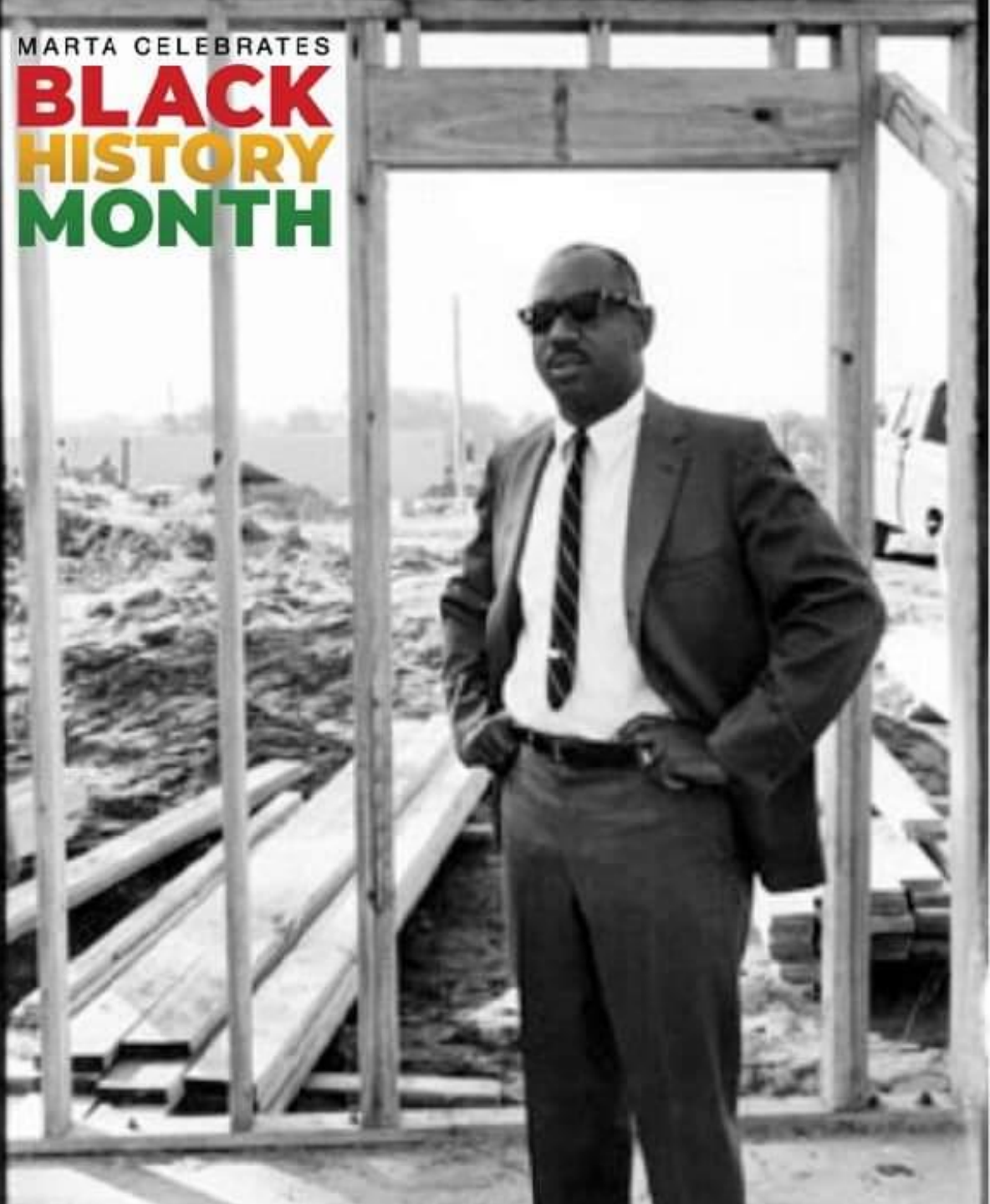
Select

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.

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### MARTA Board of Directors

Stacey Blakley  
Jim Durrett  
Bill Floyd

Rod Frierson  
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Sagirah Jones  
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Al Pond  
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