



**EXTERNAL RELATIONS COMMITTEE MEETING**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**THURSDAY, MARCH 27, 2025**

**ATLANTA, GA**

**[IMMEDIATELY FOLLOWING OPERATIONS & SAFETY COMMITTEE]**



**Agenda**

1. Approval of the February 27, 2025 External Relations Committee Meeting Minutes
2. Briefing - Media Impressions - November 2024 – February 2025 & 2025 Communications Strategy – **Stephany Fisher, Senior Director Communications**
3. Briefing – 2025 Marketing and Sales Strategy – **Chinnette Cannida, Senior Director Marketing and Sales**
4. Briefing – Legislative Update – **Jennifer Larosa, Senior Director Government Affairs**
5. Briefing – Building Stronger Partnerships: 2025 Public Engagement Goals and Strategies – **Toni Thornton, Acting Director Public Engagement**
6. **Other Matters**