



# **MARTA Riders' Advisory Council 2024 - 2026 Onboarding Guide**

Department of Customer  
Experience & Strategy, Office  
of Customer Engagement



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## Customer Experience (CX) & Strategy Leadership Team



**Rhonda Allen, Chief  
Customer Experience Officer**



**Nevin Grinnell, Assistant  
General Manager of CX**



**Donna DeJesus, Director  
of Customer Services**



**Lyle Harris, Director of  
Customer Engagement**



**Charlie Jackson, Sr.  
Director of CX Innovation**



**David Emory, Sr. Director  
of Customer Technology**



**Richard Thomas,  
Director of Sustainability**



**Chris Wyczalkowski, Director  
of Customer Insights**

## Office of Customer Engagement



**Ken Johnson, Customer Engagement  
Manager – [krjohnson@itsmarta.com](mailto:krjohnson@itsmarta.com)**



**Jon Gordon, Customer Engagement  
Manager – [jgordon@itsmarta.com](mailto:jgordon@itsmarta.com)**

## What is the RAC?

- The group was created in 2020 to elevate and magnify the voices of MARTA customers.
- As an RAC member, you serve a two-year term.
- Members are selected from MARTA's service area (DeKalb, Fulton and Clayton counties and the City of Atlanta), respectively. Your role, however, is helping MARTA focus on the best interests of all riders, collectively.
- As the name implies, the council is strictly an advisory body. Although your opinions matter to MARTA, you do not vote on any issues or topics.
- A unique opportunity for you to learn about MARTA and shape the future of transit in our community





## What RAC Members can expect

- Monthly RAC meetings (Usually 1st Wednesday, 6:30 pm - 8 pm)
- Meeting formats
  - In-person (light meal provided)
  - Virtual – (via Zoom)
  - Facilities tours (snacks/water provided)
  - Focus groups/workshops
- Unlimited use of a MARTABreeze card
- Invitations to special events
- MARTA-branded merchandise
- Weekly updates about MARTA projects & programs
- Networking opportunities with fellow members, RAC Champions & MARTA staff
- Access to post-meeting presentations



## RAC Members' Responsibilities

- Consistent and punctual meeting attendance (six absences = termination)
- Active participation in meeting discussions
- Volunteering for at least one transit ambassador shift/year:
  - Peachtree Road Race – Thursday, July 4, 2024
  - DragonCon Parade – Saturday, August 31, 2024
  - SEC Championship – Saturday, Dec. 7, 2024
- Sharing information on your social and community networks
- Recording/posting at least two videos about an RAC experience
- Presenting and/or suggesting meeting ideas
- Signing photo release form
- Familiarity with MARTA's Mobile Apps
- Public comment & project-related focus groups
- [Sending your suggestions/ideas to Survey Monkey](#)





# RAC Members' Feedback Form

**marta** | METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

**MARTA Riders' Advisory Council Member Feedback Form**

\* Full Name

\* Suggestions / Comments (please be as detailed as possible)

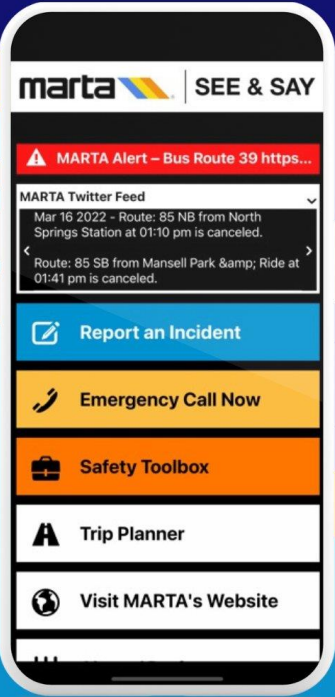
[MARTA Riders' Advisory Council Member Feedback Form Survey \(surveymonkey.com\)](https://www.surveymonkey.com)



# MARTA Mobile Apps

To improve the overall customer experience, MARTA is evolving its apps to make accessing the system more convenient, to increase safety and security and to provide accurate, real-time trip information.

MARTA's current app suite includes *See & Say 2.0*, *MARTA On The Go*, and *Breeze Mobile 2.0*.



The screenshot shows the 'SEE & SAY' app interface with the following features:

- Chat with MPD Dispatch
- Send photos and short videos
- Anonymous Reporting
- MARTA Alert – Bus Route 39
- MARTA Twitter Feed (Mar 16 2022 - Route: 85 NB from North Springs Station at 01:10 pm is canceled.)
- Report an Incident
- Emergency Call Now
- Safety Toolbox
- Trip Planner
- Visit MARTA's Website

GET IT ON Google Play | Download on the App Store



The logo features a stylized bus and train icon above the text 'marta® On The Go'.



**new breeze** **faster, more flexible, more reliable!**  
Mobile 2.0  
Making MARTA easier, one scan at a time.

DOWNLOAD today!

Available on the App Store & Google Play

Breeze Mobile 1.0 will be discontinued on June 1, 2023

# RAC Meetings Calendar 2024

## 2024

- **June 5** – New members meet, greet and eat
- **July 4** – Peachtree Road Race – Ambassador Opportunity
- **July 10** – *“Five Points Transformation” \**
- **August 7** – *“A Brief History of Public Transit in Atlanta”/“MARTA Finance & Governance”*
- **September 4** – *“Basics of Bus & Rail Operations”*
- **October 2** – *“Website Replacement Focus Group”*
- **November 6** – *“Field Trip to Integrated Operations Center (IOC)/Emergency Operations Center(EOC)”*
- **December 6** – *“Transit Rider Information and Passenger Signage Program (TRIPS)”*

(\* = Meeting date or time change)

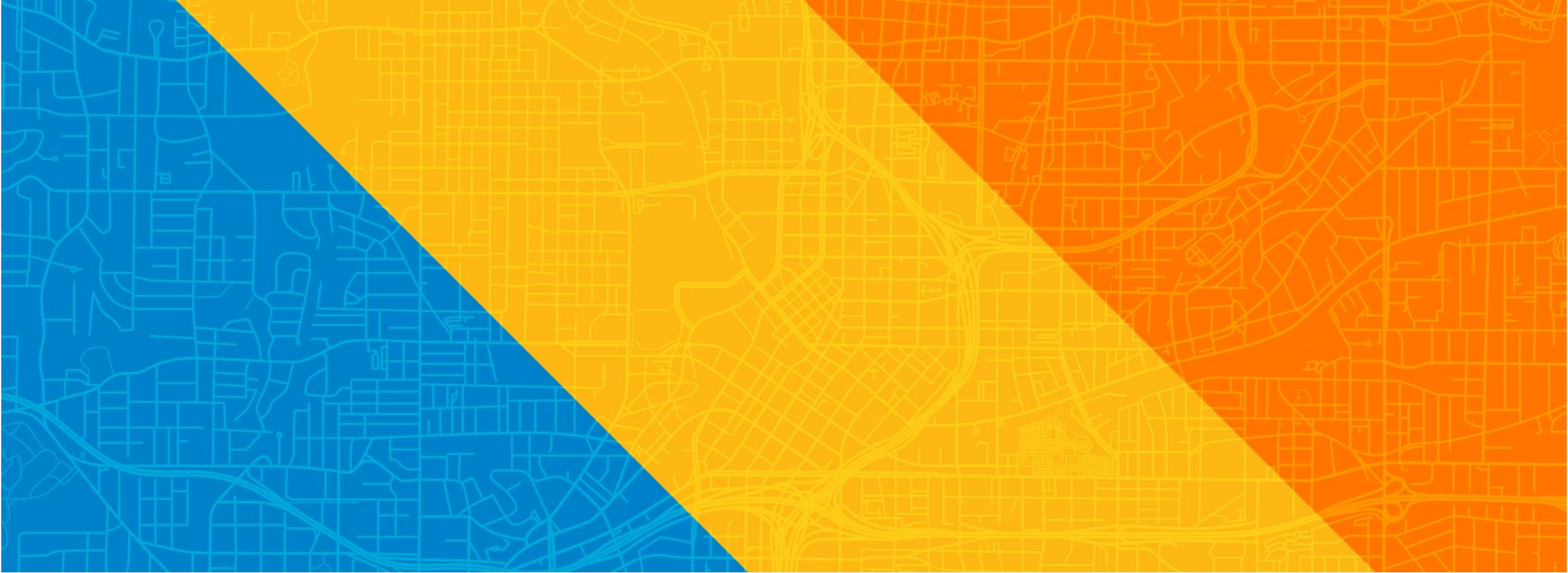




## Frequently Asked Questions

- **Q:** Where are meetings usually held?  
**A:** MARTA HQ, 2424 Piedmont Rd. NE, Atlanta, GA 30324
- **Q:** When do the meetings start and end?  
**A:** Start at 6:30 pm and generally last 90 minutes
- **Q:** Can I bring guests to RAC meetings?  
**A:** For space and cost reasons, members should refrain from inviting guests
- **Q:** Can I post and share information I've gotten from RAC meetings and field trips?  
**A:** Yes! Sharing your experiences with your personal and professional networks is encouraged and expected.
- **Q:** Will my opinions as an RAC member influence MARTA's decisions about its programs and projects?  
**A:** While the impact of your feedback may not be immediately apparent or tangible, it is an invaluable factor in helping MARTA to better serve its customers.





Thank You

