

FINAL

COBB TRANSIT SYSTEM ADVISORY BOARD (TAB)

June 23, 2025

MEETING MINUTES

TAB Members Present

James Darden
Ken Marlin
Cherie Newton
Mark Riggans
Forrest Shealy
Thomas Shibley
Matt Stigall

TAB Members Not Present

Allison Bickers
LaSandra Boykin
Jeff Souther

Cobb County DOT & Others Present

Drew Raessler, DOT Director
Morgan Simmons, DOT Deputy Director/Intermodal
Theo Letman, DOT Division Manager
Mark Lambert, DOT Business Manager
Robert Zuco, DOT Customer Service & Safety Manager
Marcia Lankford, DOT Admin.
Eric Mercier, DOT Contracts Manager
Ayana Pope, Transdev General Manager
Matt Bristol, Transdev Assistant General Manager/Fixed Route
Earnesha Scott, Transdev Assistant General Manager/Paratransit Operations

CALL TO ORDER/APPROVAL OF MINUTES:

Vice Chair Ken Marlin called the TAB meeting to order at 6:32 p.m. With a quorum of TAB members present, **Mr. Riggans** made a motion and **Mr. Darden** seconded to approve the TAB meeting minutes from April 28, 2025. With a unanimous vote, the minutes were approved by all TAB members present.

Committee Reports

- The Accessibility Advisory Committee (AAC) - no report; AAC will meet on July 21, 2025.
- The Bylaws Committee - no report.
- The Nominating Committee reported that a checklist will be made for new TAB members and recommended that someone be appointed to support new members with orientation.
- The Planning, Infrastructure, & Innovation Committee will meet on July 10, 2025 and Ad hoc Committees will meet as required.
- The Operations & Service Committee reported that the Committee met and discussed ridership experience as a priority, discussed route service changes, and will determine how to assess operations with focus on ridership experience. Committee to compile a list of action items and suggest improvements to the transit system to submit to DOT.

Old Business

None.

New Business

TAB and **DOT** discussed the upcoming agenda item for Transit Bus Advertising. **DOT** described the guaranteed revenue generating Transit Bus Advertising services for bus shelters as well as inside the buses. Revenue received will go back into the operating system to fund various projects.

TAB requested **DOT** to provide a summary of the advertising services, the specific number of bus shelters, graphics of the locations affected, and show the scale of the revenue at the next TAB meeting.

DOT will provide transit preparations for World Cup 2026 at the TAB August 25, 2025 meeting.

PUBLIC COMMENT

None.

DOT Department Update

Ms. Simmons presented the DOT Department Update:

- Department Focus Items
 - Potential Service Changes – Fall 2025 (**DOT** to provide cost/revenue impact); **TAB** Subcommittee to meet on 8/11/25 and prepare questions/concerns to **DOT** for TAB 8/25/25 meeting.
 - MLB All-Star Game Preparations Update
 - Security Camera Project Update
- Program and Project Status Update
- Operational Review Update
- Outreach and Communication Update – None.
- Upcoming Agenda Items

TAB discussed ridership and marketing for the Marietta Transfer Center. **TAB** suggested food truck Fridays as a marketing tool.

NEXT MEETING/ADJOURNMENT

The next TAB meeting is on August 25, 2025, at 6:30 p.m. With no further discussion, **Mr. Shealy** made a motion and **Mr. Riggans** seconded, and the meeting was adjourned at 7:57 p.m.

August 25, 2025

Approved