



**Georgia Department of Transportation
Intermodal Committee
March 19, 2014**

ECONOMIC IMPACT

- 7,800 jobs in Fulton/DeKalb Counties
- 24,800 jobs supported statewide
- \$1.4 billion in economic activity supported annually
- MARTA impact similar to insurance and hospitality industries in Georgia
- Of Atlanta's 18 fastest-growing industry sectors, 14 rely heavily on MARTA for work transportation
- Special Events

(Note: UGA Study 2012)



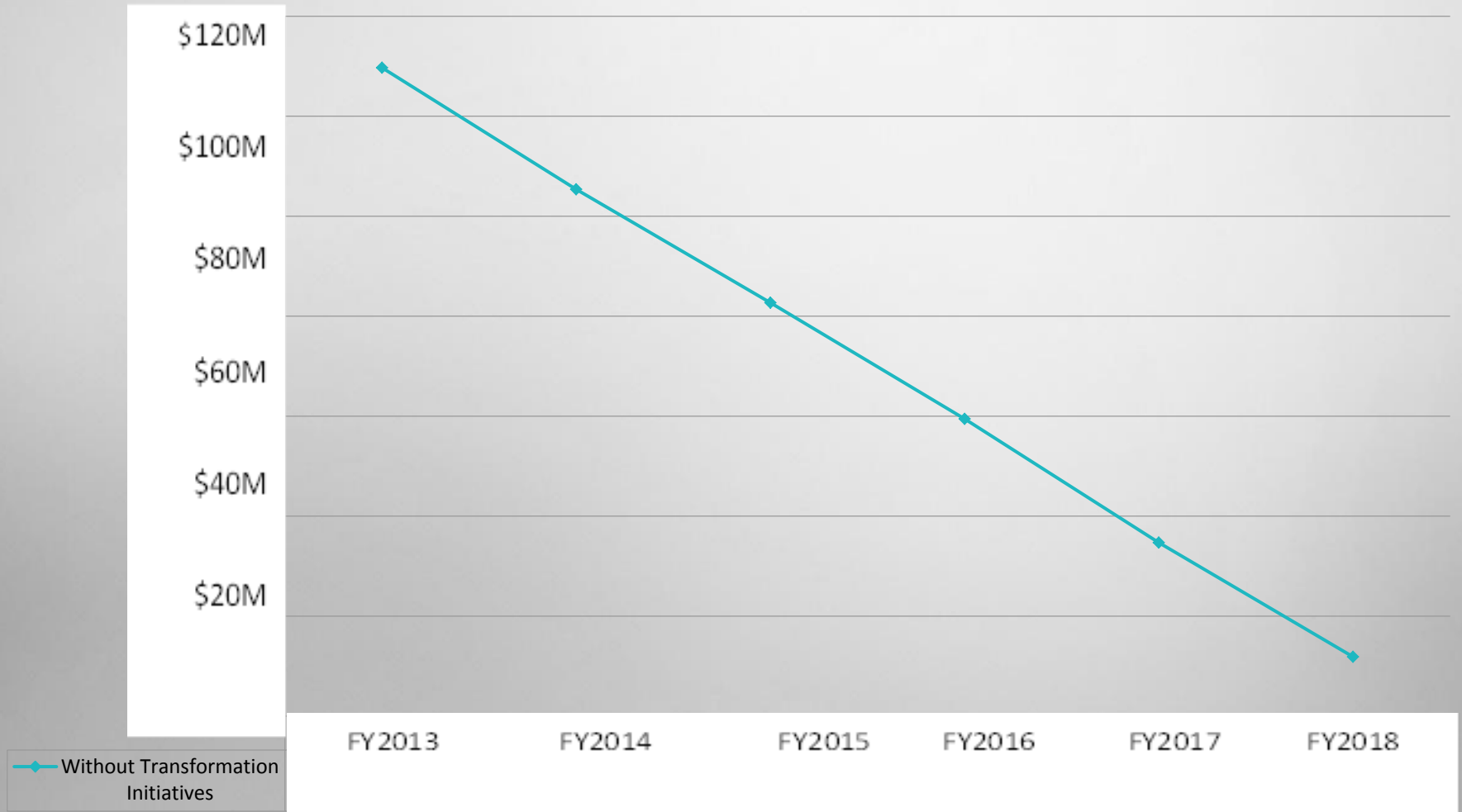
CHALLENGES

- Employee furloughs
- Salary and wage freezes
- Reduced bus routes 131 to 91
- Increased headways
- Closed some restrooms
- Fare Increases
- Negative public perception

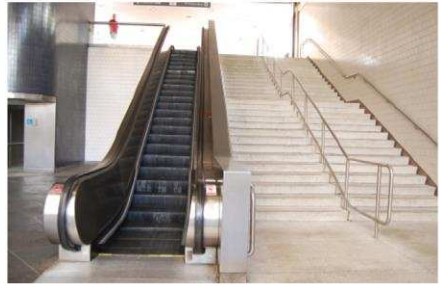


FY2013 – FY2018 RESERVES

BALANCE TREND



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FISCAL SUSTAINABILITY

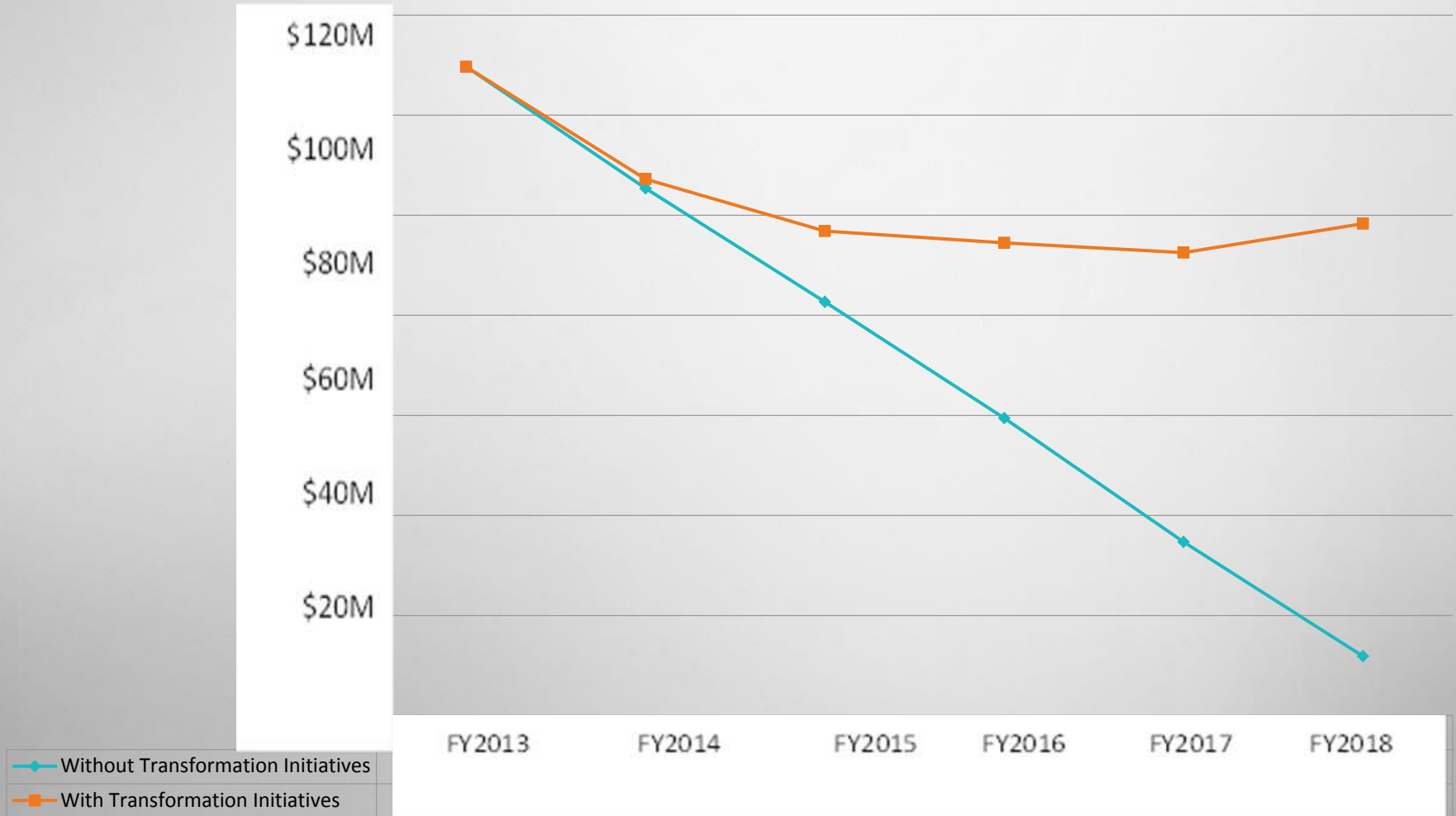


FY13 BUDGET ADOPTED VS. ACTUAL

	Adopted FY2013	Actual FY2013	Variance
Operating Revenues	\$402M	\$405M	\$3M
Net Operating Expenses	\$435M	\$396M	-\$39M
Impact on Reserves	-\$33M	\$9M	

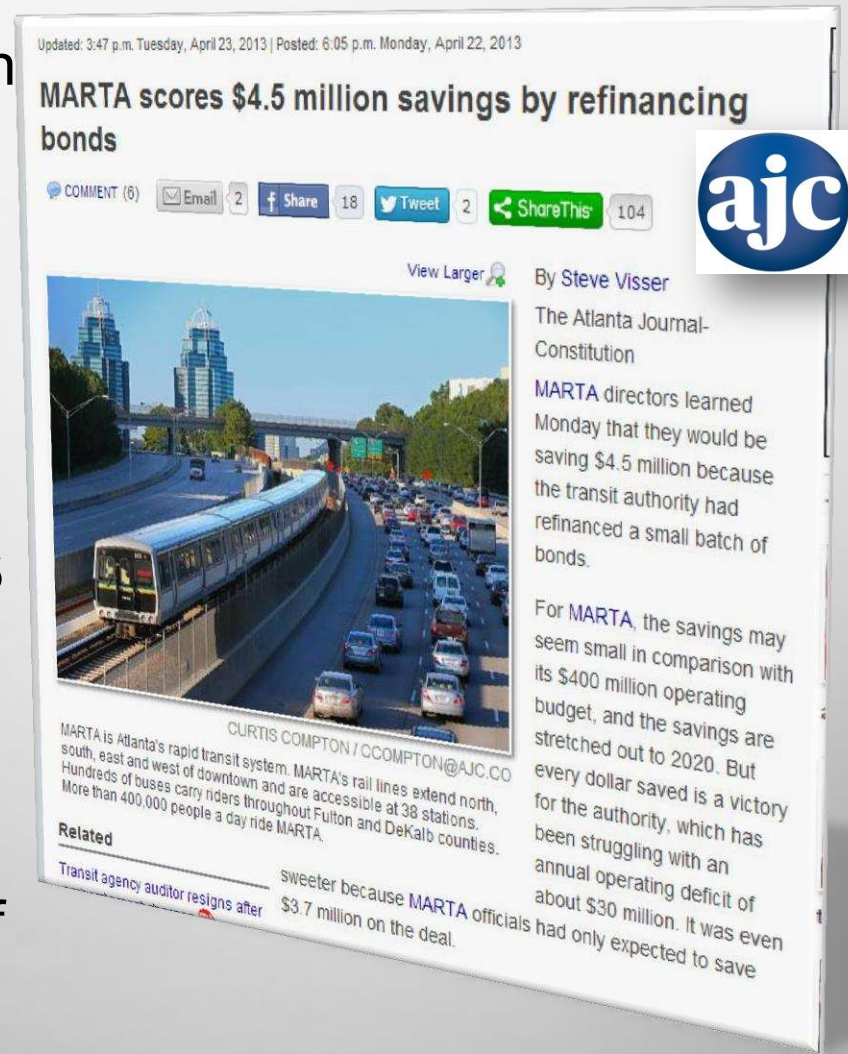
**Positive Impact to
Reserves**

FY2013 – FY2018 RESERVES BALANCE TREND



COST SAVINGS

- IT Department resource reduction -estimated savings **\$14M**
- Bond refinancing saves **\$4.5M**
- Electricity – **\$1M – \$2M**
- Technology improvements in business administration saves **\$\$ millions**
- CNG Conversion at Brady facility – **\$1 per gallon equivalent**
- Laredo Solar Canopy – re-sale of solar energy saves **\$75K**



OPEN FOR BUSINESS

Revenue Generation:

- Advertising
- Naming Rights
- Parking
- Concessions
- Transit - Oriented Development



TRANSIT- ORIENTED DEVELOPMENT

Strategic TOD Goals:

- Increase transit ridership
- Improve neighborhoods
- Generate stable revenues
- Learn more:
<http://www.itsmarta.com/TOD-real-estate.aspx>



ORGANIZATIONAL INITIATIVES

- Operational Road Map
- Five-year plan
- Twelve areas of focus
- Year one initiatives underway



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CUSTOMER INITIATIVES



Code of Conduct

“Ride with Respect” Update

- 962 Suspensions – as of March 2014
- Top Violations
 - ✓ Fare Evasion
 - ✓ Disorderly Conduct
 - ✓ Smoking/Eating
 - ✓ Vending without permit/
Panhandling
 - ✓ Public Indecency
 - ✓ Public Intoxication
- Suspension Review Panel
 - ✓ Recommend Community Representative



**Enforcement began
November 9, 2013**

Service Enhancements



Approximately 20 bus routes will be modified

Types of modifications:

- Improve Weekday Peak Bus headways routes
- Improve headway on select Saturday and Sunday routes
- Improve on-time performance on selected routes throughout the system
- Restore routing of 5 of 7 bus routes detoured during Atlanta Streetcar construction



*Service Changes Effective May 17, 2014

Service Enhancements



Rail Service Improvements

Time of Day	Current Service	Preferred Service (Improvements made thru 2014)
Weekday	7.5 min – 15 min	5 min – 10 min
Midday	7.5 min – 15 min	6 min – 12 min
Non-Peak (7:00pm – 9:00pm)	10 min – 20 min	20 min avg.
Evening	20 min	10 min - 20 min avg.

*Service Changes Effective May 17, 2014



CUSTOMER SERVICE IMPROVEMENTS

- New buses and Mobility vans
- Upgraded station lighting
- Upgraded elevators/escalators
- Restrooms



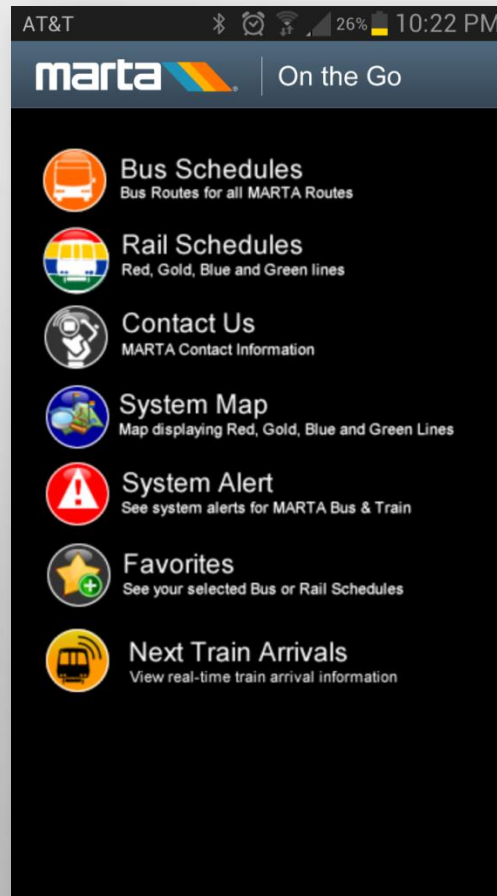
SECURITY/SIGNAGE ENHANCEMENTS

- Security Cameras on Bus/Rail/Mobility
- Increased Police Visibility
- “See & Say” App
- Security Video Analytics
- Ride with Respect (November 9, 2013)



“ON THE GO” APP

- Real-time Bus and Train arrival
- New version launched - November 18th
- New enhancements coming



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MARTA PROJECTS

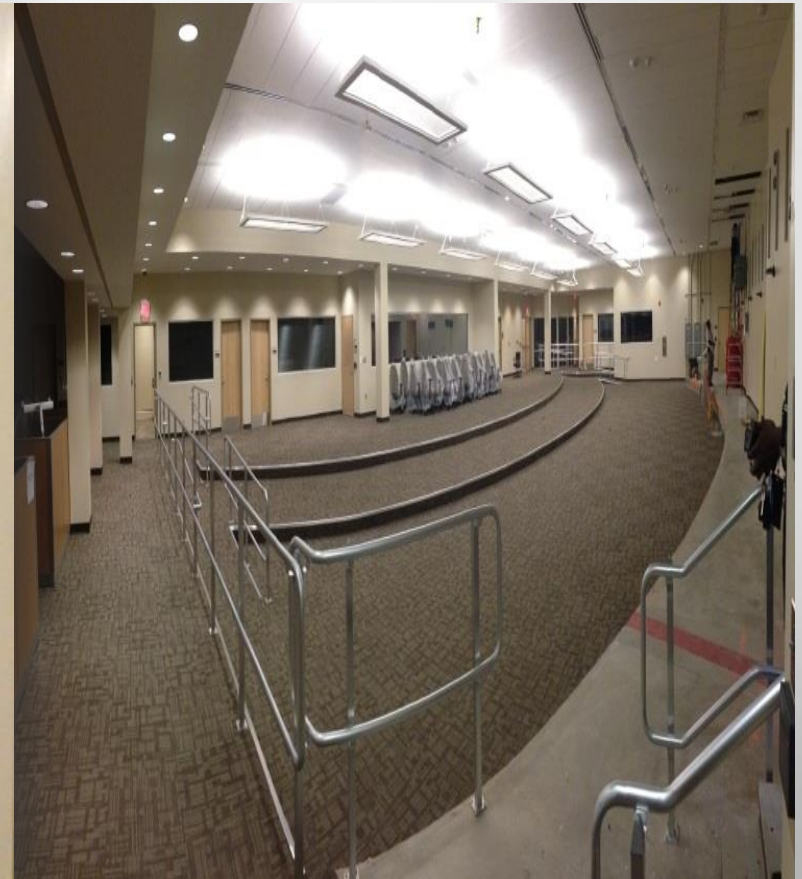


BUCKHEAD STATION NORTH ENTRANCE/ PEDESTRIAN BRIDGE



Opening Spring 2014

INTEGRATED OPERATION CENTER



Opening FY16

TRAVEL TRAINING FACILITY



Opened November 2013

ATLANTA STREETCAR





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WORTH THE INVESTMENT

TALE OF THREE TRANSIT SYSTEMS



MARTA

WMATA

BART

Rail Opening Date	June 30, 1979	March 29, 1976	Sept. 11, 1972
Track Miles	48	106	104
Stations	38	86	43

TRANSIT IMPROVES LIVES

- Help Environment – The private vehicle is the largest contribution to a households carbon footprint
- Save Money – Affordable alternative to driving, saving households that use public transit an average of \$10,103
- Lose Weight - Train riders lost 6.5 pounds (American Journal of Preventive Medicine)



*Source: American Public
Transportation Association*

35th *Anniversary*

PROUDLY SERVING OUR CUSTOMERS FOR THIRTY-FIVE YEARS

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