



35<sup>th</sup>  
*Anniversary*  
PROUDLY SERVING OUR CUSTOMERS FOR THIRTY-FIVE YEARS  
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**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)*



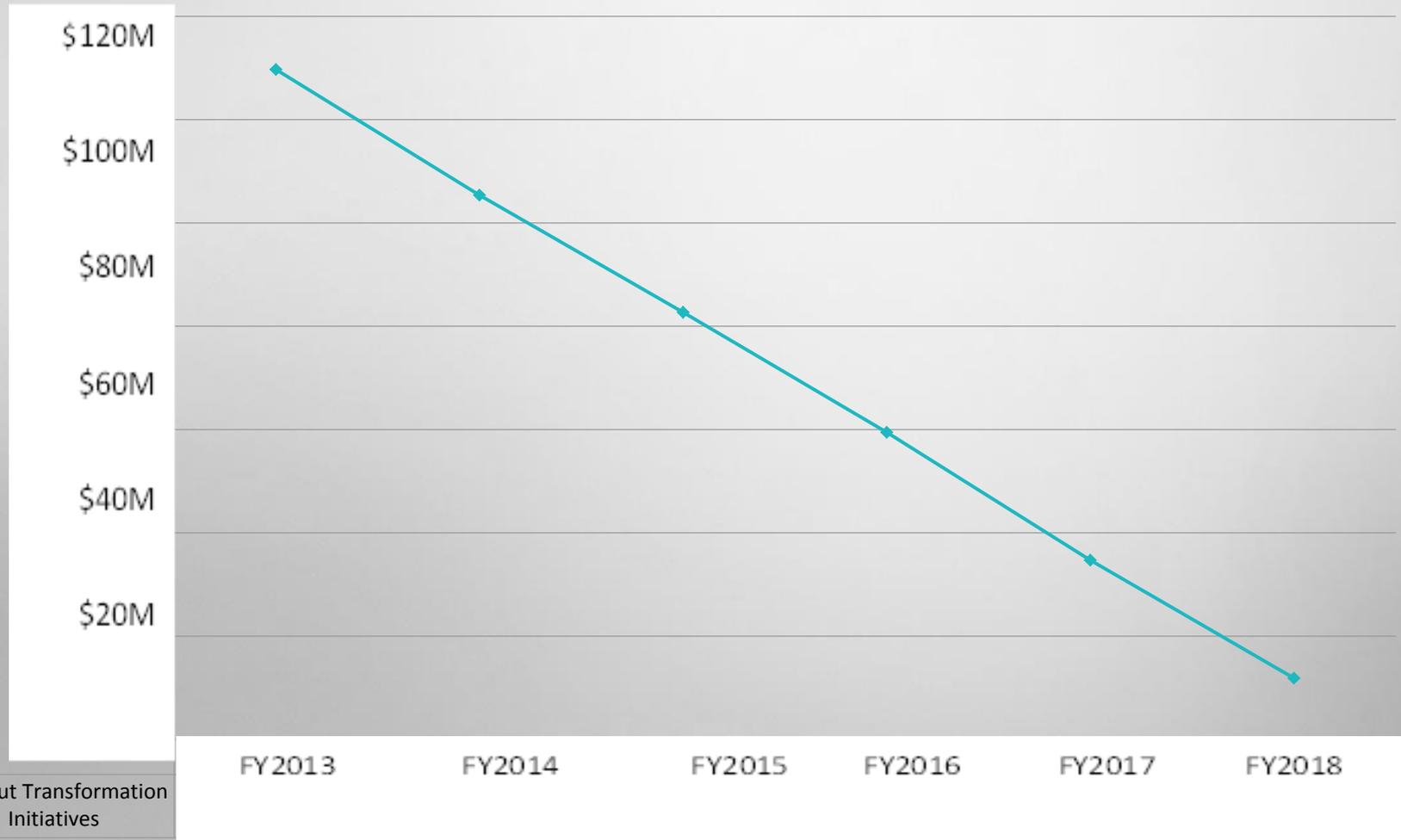
# CHALLENGES

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

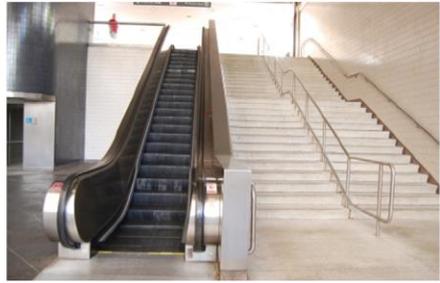


# FY2013 – FY2018 RESERVES

## BALANCE TREND



# *Back to Basics...Transformation*



## **FISCAL SUSTAINABILITY**

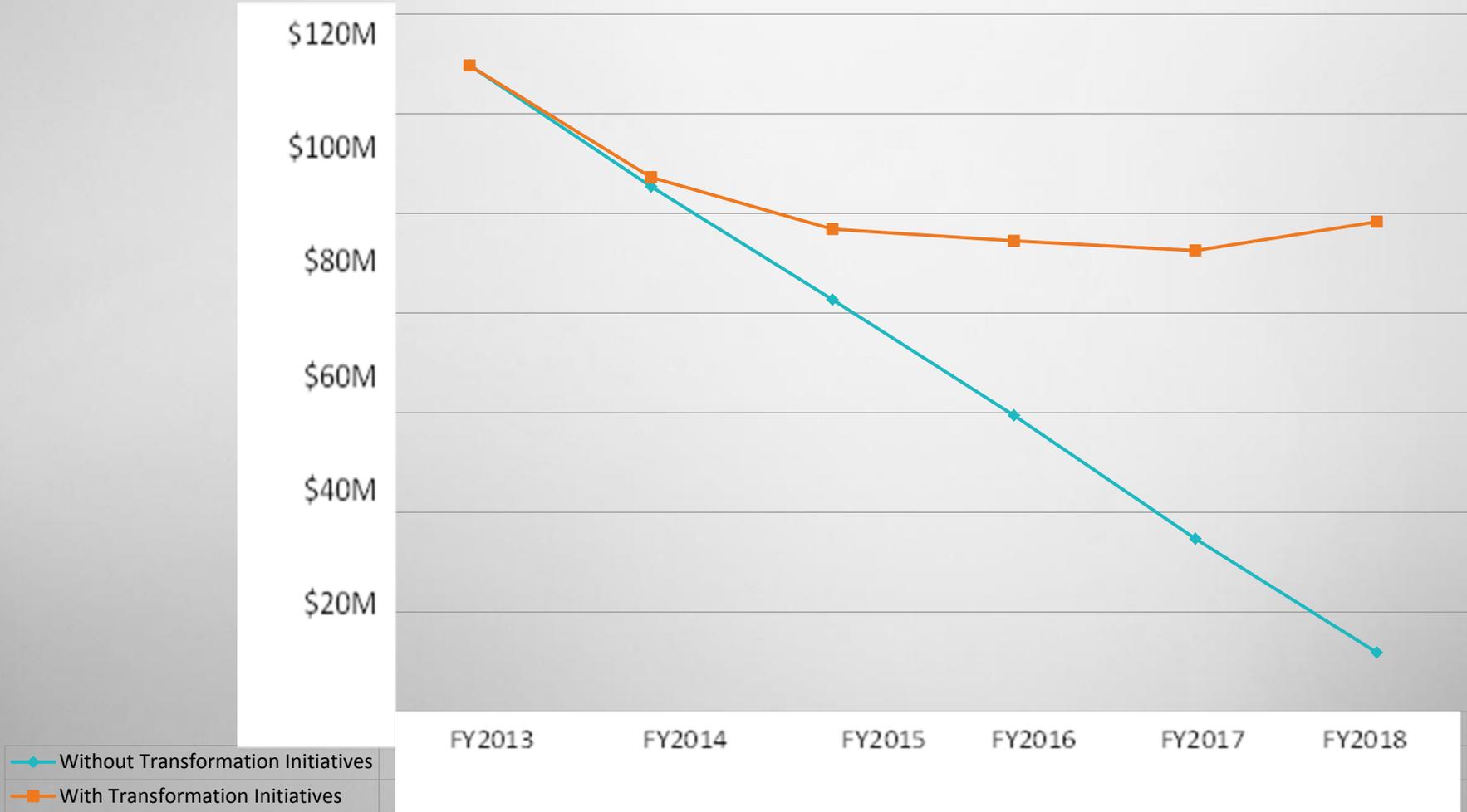


# FY13 BUDGET ADOPTED VS. ACTUAL

	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



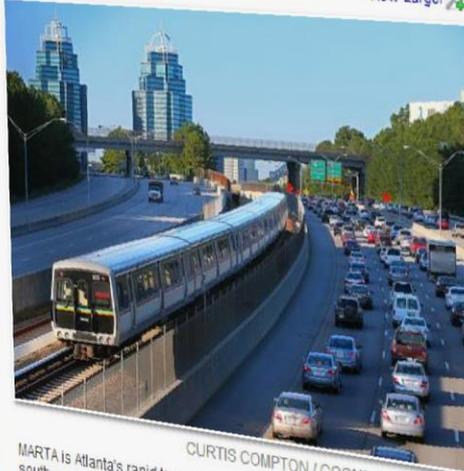
# COST SAVINGS

- 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**

Updated: 3:47 p.m. Tuesday, April 23, 2013 | Posted: 6:05 p.m. Monday, April 22, 2013

## MARTA scores \$4.5 million savings by refinancing bonds

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View Larger  By Steve Visser

The Atlanta Journal-Constitution

MARTA directors learned Monday that they would be saving \$4.5 million because the transit authority had refinanced a small batch of bonds.

For MARTA, the savings may seem small in comparison with its \$400 million operating budget, and the savings are stretched out to 2020. But every dollar saved is a victory for the authority, which has been struggling with an annual operating deficit of about \$30 million. It was even sweeter because MARTA officials had only expected to save \$3.7 million on the deal.

CURTIS COMPTON / CCOMPTON@AJC.CO

MARTA is Atlanta's rapid transit system. MARTA's rail lines extend north, south, east and west of downtown and are accessible at 38 stations. Hundreds of buses carry riders throughout Fulton and DeKalb counties. More than 400,000 people a day ride MARTA.

Related

Transit agency auditor resigns after sweeter because MARTA officials had only expected to save \$3.7 million on the deal.

# 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



# Back to Basics...Transformation



## 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 18<sup>th</sup>
- New enhancements coming



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## MARTA PROJECTS

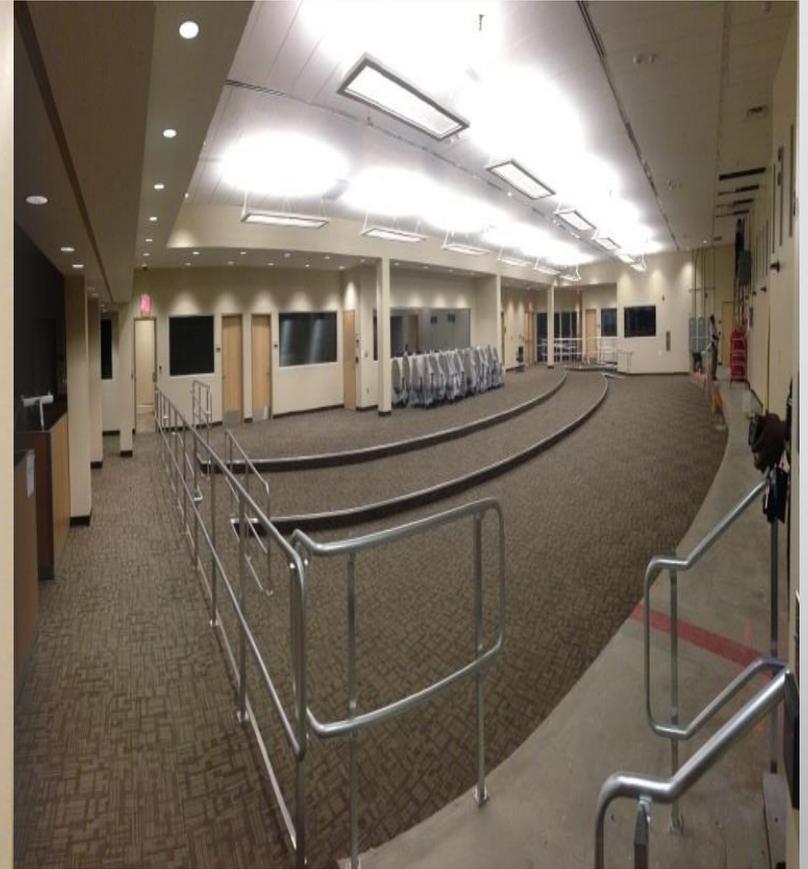


# BUCKHEAD STATION NORTH ENTRANCE/ PEDESTRIAN BRIDGE



Opening Spring 2014

# INTEGRATED OPERATION CENTER



**Opening FY16**

# TRAVEL TRAINING FACILITY



Opened November 2013

# ATLANTA STREETCAR



**marta**



®

**WORTH THE INVESTMENT**

# TALE OF THREE TRANSIT SYSTEMS



**MARTA**



**WMATA**



**BART**

	<b>MARTA</b>	<b>WMATA</b>	<b>BART</b>
<b>Rail Opening Date</b>	June 30, 1979	March 29, 1976	Sept. 11, 1972
<b>Track Miles</b>	48	106	104
<b>Stations</b>	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*

35<sup>th</sup>  
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