

# Transit Times

January 2012 • VOLUME II • ISSUE I

Please email any stories you would like to share to [martamarketing@itsmarta.com](mailto:martamarketing@itsmarta.com). We would love to hear from you.

For more information on MARTA visit [www.itsmarta.com](http://www.itsmarta.com) or find us on



General Manager/CEO, Beverly A. Scott, Ph.D.

AGM of External Affairs, Ryland N. McClendon

Transit Times is published by the Office of Marketing and Communications  
2424 Piedmont Road, NE, Atlanta, GA 30324  
[www.itsmarta.com](http://www.itsmarta.com)

## EDITORIAL

### The MARTA Safety Culture

Safety is a prominent MARTA value and the new year ushers in opportunities for continual improvement of the MARTA safety culture. A safety culture reflects the attitudes, beliefs, perceptions and values that employees share regarding safety issues, and should consist of the following principles:

- **Reporting Culture**—Employees are encouraged to report safety issues in a confidential manner without fear of retribution;
- **Informed Culture**—Leading indicators of safety performance are collected, analyzed, and disseminated;
- **Learning Culture**—As a result of safety trends or incidents, processes and practices are changed and outstanding safety issues are resolved; employees are trained to ensure competency in their discipline;
- **Just Culture**—Employees are held accountable for reckless or deliberate actions but they are not unduly punished for unintentional errors.

The Department of Safety and Quality Assurance is committed to leading the entire MARTA team in maintaining a safety culture for employees and customers.

### Don't Miss the Bus!

A few MARTA bus routes have been enhanced to accommodate customer needs. Most recently, Routes 66 and 170 have added the following trips:

- **Route 66:** Lynhurst Drive/Barge Road Park & Ride – A 7:19AM trip departing Barge Road Park & Ride and terminating at Benjamin E. Mays High School and a 3:30 PM trip departing Benjamin E. Mays High School and terminating at Barge Road Park & Ride will operate on school days only.
- **Route 170:** Brownlee Road/Peyton – A 7:27AM trip departing Hamilton E. Holmes Station and terminating at Benjamin E. Mays High School and trips departing Benjamin E. Mays High School and terminating at Hamilton E. Holmes Station at 12:14PM and 3:30PM will be added effective January 4, 2012 operating on school days only.

For a complete list of service enhancements, please visit [www.itsmarta.com](http://www.itsmarta.com).

### Protect Your Property

“MARTA’s highest priority is to provide a safe and secure environment for our customers and employees. We are committed to providing our customers and employees with the tools they need to avoid becoming targets of crime,” said MARTA Police Chief Wanda Dunham.

MPD reminds customers to protect themselves against those who may attempt to take advantage of them. MPD is asking customers to remain keenly aware of their surroundings while using the MARTA system and protect their property – particularly items such as shopping bags, luggage, personal computers, cell phones, iPods and MP3 players.

Listed below are some safety tips to keep in mind while using the MARTA system. Tips include:

- Conceal small electronic devices (i.e. iPods, MP3 players, phones, laptops, etc.).
- Be aware of your surroundings.
- Avoid sitting or standing near doors while using electronic devices.
- Do not compromise your safety to protect property.
- Please report any suspicious activity immediately to a MARTA Police officer or talk to a staff member who will contact Police. MARTA Police can be reached by dialing (404) 848-4911 or by pressing #MPD on any AT&T, Verizon, or Sprint cellular phone. Blackberry users press #673.

## No Sharing.

Each paying customer must have their own Breeze Card.



## Highlights

### Welcome 2012 MARTA Board of Directors Officers

It's a new year, and the newly-elected MARTA Board of Directors Officers have now taken their seats. The new officers include:



**Chairman**  
**Frederick L. Daniels, Jr.**  
(DeKalb) Executive Vice President of Citizens Trust Bank



**Vice Chair**  
**Barbara Babbit Kaufman**  
(Fulton) Entrepreneur



**Secretary**  
**Juanita Jones Abernathy**  
(Atlanta) Former Educator, Retired Sales Director



**Treasurer**  
**Harold Buckley, Sr.**  
(DeKalb) Owner/Broker, Precision Realty

After the Board unanimously approved the 2012 slate of officers, Chairman-elect Frederick L. Daniels, Jr. offered the following comments:

“I am humbled and honored to be selected by my fellow Board members as the next MARTA Board Chairman. We are entering a critical time period in our existence, and we are committed to moving MARTA forward. Our Board is focused on confronting the transportation challenges that lie before our primary jurisdictions and contributing towards the new demands of the region. We are confident that our decisions will mark a turning point in MARTA’s history and transportation in Atlanta.”

Officers are elected for one-year terms. It is responsible for setting policy and making decisions ranging from budgets to customer service.

The Board is comprised of three representatives each from the City of Atlanta and Fulton County, four representatives from DeKalb County as well as the Commissioner of the Georgia Department of Transportation (GDOT). The executive director of the Georgia Regional Transportation Authority (GRTA) serves as the Board’s sole non-voting member.

### 2012 MARTA Legislative Agenda

As the current congressional session gets underway, there are five key legislative priorities that will impact MARTA’s finance structure, operations, security and leadership. The following is a summary of those measures and their impact on the agency:

#### I) Permanent Elimination of Outdated Financial Restrictions

MARTA currently operates under a 50/50 capital/operating sales tax split. Eliminating this restriction would provide MARTA leadership with the fiscal authority to manage the overall organization, and the flexibility to respond to changing economic conditions.

When this provision was enacted, it was to ensure that capital funds would be available to build the rail system at the outset; also at the time transit systems like MARTA received significant annual federal operating assistance, which is no longer the case.

Without permanent removal MARTA, beginning in 2013, will be required to significantly use its remaining reserves for operations—and will eventually be financially unsustainable. With the permanent removal of this restriction, MARTA can sustain the cost of operations at least through FY 2023, which coincides with the ten year period of the proposed Transportation Investment Act referendum (TIA).

In conjunction with the 50/50 elimination, removing the requirement that interest income on capital reserve funds be used for only capital expenses would also allow the Authority to allocate its resources in a way that is best for the agency, its patrons and the public.

#### II) Allow Rail Contracting Services

Existing law states that MARTA can enter into a transportation services contract only for the purpose of operating a bus system, and prohibits contracts that provide for the extension of or addition to the MARTA rapid rail system.

► **MARTA LEGISLATIVE AGENDA** (continued)

## TAKE MARTA TO THE EVENTS AROUND TOWN

### ATLANTA HAWKS SPORTS CALENDAR

**February 2**  
vs. Memphis Grizzlies  
7:30 pm

**February 4**  
vs. Philadelphia 76ers  
7:00 pm

**February 6**  
vs. Phoenix Suns  
7:30 pm

### BODIES... The Exhibition and DIALOG IN THE DARK

9/27/2011 - 8/1/2012

Atlantic Station Exhibition Center 265 18th Street Atlanta, GA 30363

Due to Popular Demand, BODIES... The Exhibition and DIALOG IN THE DARK Extend Atlanta Run in Atlantic Station! The Two Blockbuster Exhibitions to Remain at the Premier Exhibition Center through August 2012! Box Office: (404) 496-4274

**On MARTA:** Arts Center Station, then Atlantic Station shuttle or MARTA bus

### The George Washington Carver Exhibition

1/14/2012 - 5/27/2012

Jimmy Carter Presidential Library & Museum  
441 Freedom Pkwy Atlanta, GA 30307

Jimmy Carter Presidential Library & Museum OPENING JANUARY 14th (Thru May 27th) The George Washington Carver exhibition Created by the Field Museum in Chicago, this massive exhibition takes visitors into Carver’s world. You will follow Carver from his birth into slavery to his triumph over social and financial obstacles that challenged his quest for education; from his successful career as a scientist and educator to his service as a conservationist and humanitarian among poor African American farmers in the South.

**On MARTA:** Five Points Station, then the 16 Noble bus

### Picasso to Warhol: Twelve Modern Masters

10/15/2011 - 4/29/2012

High Museum of Art 1280 Peachtree St NE Atlanta, GA 30309

Exclusively in Atlanta, this exhibition will present approximately 100 works of art created by 12 of the most iconic artists from the 20th century: Picasso, Matisse, Brancusi, Mondrian, Léger, Duchamp, De Chirico, Miró, Calder, Pollock, Johns and Warhol. “Picasso to Warhol” will be one of the largest concentrations of modern art masterpieces to ever be exhibited in the southeastern United States.

**On MARTA:** Arts Center Station

### Ice Skating Rink at Piedmont Park (Ice Skating)

11/21/2011 - 2/28/2012

Park Tavern 500 10th St NE Atlanta, GA 30309

Skating Piedmont Park In The Year 2011! The Rink at Park Tavern will open in November. The Rink will reside in the Garden Tent and will be complete with modern amenities: for day & night skating, a heated tent, piped-in music with a mega sound system, and rink-side dining. The Rink can accommodate approximately 200 skaters at a time and it is 85 feet long and 40 feet wide. The cost is \$15 to skate, includes skates, or \$300 for a Season Pass. Be one of the first couples to get engaged at the Rink in Piedmont Park. See our Engagements on Ice program. Underground piping of glycol is used to keep the Rink ice-cold. Glycol is a type of anti-freeze which is kept at 3-4 degrees. Water is layered on top of the rink floor to create the layers of ice. The ice team resurfaces the ice multiple times per day.

**On MARTA:** Midtown or Arts Center Stations

## Note from Beverly A. Scott, General Manager/CEO



### Legislative Priorities and Yearly Outlook

A new year always brings with it the exciting opportunity to recharge ourselves and reaffirm our commitment to providing top notch transit service to our customers and the region. I believe 2012 will be a significant year for regional transit advancement in metropolitan Atlanta, and I am honored to have the commitment, expertise and experience of the entire MARTA team and Board of Directors to help lead the charge.

But, before completely bidding farewell to last year, I would like to personally thank the 2011 MARTA Board of Directors, chaired by Jim Durrett, for their commitment and hard work. I would also like to acknowledge our 2012 Board officers led by newly-elected Chairman, Mr. Fred Daniels; Vice Chair, Barbara Babbit Kaufman; Secretary, Juanita Jones

Abernathy; and Treasurer, Harold Buckley, Sr.

As our Georgia legislators return to the Gold Dome, they will be tasked with several crucial decisions that will directly impact transportation in our state. A regional transit governance plan is a significant matter for immediate consideration by the legislature. If legislated, we look forward to working jointly with other local transit systems in a way that unifies all of our efforts and resources and provides a more complete transit system for our customers.

We are also keenly focused on key legislation that will directly impact MARTA. We will continue to push for the permanent removal of the MARTA Act's 50/50 operating and capital restriction on our budget – a move which is essential for our financial viability and will help level the playing field for MARTA. We will also request legislation to allow MARTA and counties outside of our jurisdiction to enter into rail services contracts with MARTA which will enhance the opportunity for rail expansion throughout the region. In addition, we will work with our state and regional partners to address the issue of assaults on any transit employee on a bus, train or in a station, and we will continue to monitor opportunities to include existing MARTA operations in TIA funding.

In addition to our efforts at the Gold Dome, we will continue to introduce new measures internally to improve safety for our employees. In addition to an already increased police presence throughout the transit system, we are moving forward with a \$17 million initiative to install cameras on all buses, Mobility vans and trains. We are also testing operator shields in buses as an additional potential safety option.

Regional transit issues will also be front and center in July when voters will consider the Transportation Investment Act (TIA) Referendum to support funding for regional transit program expansion and enhancements. The referendum imposes a 1-cent sales tax to help fund new roads and transit initiatives. My hope is that MARTA customers and employees will stay informed and become actively engaged in learning more about what the referendum means for MARTA and regional transit.

As you can see, we are certainly entering a new year and legislative session that could remarkably impact a full gamut of transit priorities. Certainly, for MARTA, our number one state legislative priority remains permanent removal of the outdated financial restrictions placed on our agency. We are also hopeful that regional transit governance legislation will be introduced and passed that MARTA's member jurisdiction support.

As votes are tallied and legislation is passed, the MARTA team and Board of Directors will continue to remain committed to providing quality service to our customers. We can't predict what the year will bring, but our resolve to put our employees and customers first is firm.

As you know, this will be my last year with MARTA, and I can't express how thankful I am to each and every MARTA employee for their hard work, dedicated service and sacrifice. We all look forward to a true year of progress in 2012, and it is my hope that your year is personally one in which all your hopes and resolutions are fulfilled.

Beverly A. Scott, Ph.D.  
MARTA General Manager/CEO

## INSIDE MARTA



### Hats Off!

#### Congratulations, Jonnie Keith!

Jonnie Keith, MARTA Assistant General Manager of Internal Audit, will retire this month after 24 years of service. Mr. Keith began his career at MARTA in 1987 as an Auditor. He then became Manager of Operational Audit in 1997, followed by a promotion to his current position as AGM of Internal Audit in 2000.

Please join the entire MARTA family in thanking Jonnie Keith for his dedicated service and wishing him well in his retirement!

#### Planning for the Holidays – Literally!



The MARTA Planning Department took holiday decorations to new heights this past season with their version of Willy Wonka and the Chocolate factory. The decorations were complete with a chocolate fountain with ambient water sound, a free candy bowl, songs from the movie soundtrack and a golden ticket media invitation for their department holiday luncheon.

The entire effort was masterfully led by Lisa Lee and Tracie Roberson, both in Planning. They say that they just wanted to do something different and bring the department together for the holidays—they had no idea their vision would take on a life of its own.

There were some secret tips and tricks used to pull off the display, including wrapped box tops and a lamp shade used to hang the top of the fountain.

"I Googled how to create a water fountain," Lisa mentioned. "We made the fountain first because it seemed to be the hardest—the candy shop was last."

"We just worked off of each other," Tracie added. "[Lisa] would come up with an idea and if I didn't see her vision, I would let her keep going until I got it. You have to be able to work together."

As for next year, word around MARTA is several departments will be stepping up their game. But, from the looks of it, the Planning Department will be ready—they already have their theme!

## Connectivity is Key for MARTA Buckhead Station Enhancements

Enhancements to the MARTA Buckhead Station will finally mean pedestrian connectivity from both sides of Georgia 400. When construction of Georgia 400 was approved several years back, one condition of the approval was an eventual re-connectivity of both sides of the highway. Today, MARTA, in joint partnership with the Buckhead Community Improvement District, Georgia Department of Transportation (GDOT), State Road and Toll Authority (SRTA), Federal Transit Administration (FTA) and the City of Atlanta, are in the initial phases of beginning construction on this project. The enhancements will include:

- An entrance to the existing Buckhead Station
- Pedestrian bridges over north and south-bound lanes of GA 400
- An elevator/stair tower and sidewalk and bridge connection on the east side of GA 400
- At-grade and elevated walkway to connect to the bridge on the west side of GA 400
- Removal of the existing emergency exit bridge on the south bound lane of GA 400

An official kickoff and ribbon cutting are scheduled in the coming months. Please continue to check the Transit Times for progress updates.

## MARTA Legislative Agenda *(continued)*

MARTA supports legislation allowing the Authority to enter into a transportation services' contract with an entity (such as a county or CID) for the purpose of operating that entity's rail service, which is a critical component to implementing the future rail projects called for in the TIA.

### III. Stagger Terms for MARTA Board of Directors

Although the current board more accurately represents the participating MARTA jurisdictions and stakeholders, the statute reconstituting the MARTA board (TIA) eliminated staggered terms for the directors, while implementing a two-term limit. It is conceivable, therefore, that the entire board could turn over at one time.

The benefits of a staggered board—stability and continuity of institutional knowledge and a longer-term perspective—are certainly applicable to MARTA and staggered board terms should be reinstated.

In addition, MARTA will be working with state and regional partners to address the issue of assaults on transit employees, and we will also monitor opportunities to allow MARTA's existing operations to be eligible for TIA funds. Should the TIA referendum fail and another referendum be held at a later date, MARTA seeks to have this provision removed so as to preserve future opportunities for this funding.

Continue to check the Transit Times for progress updates of each MARTA legislative measure.

## This & That

**Meal Deals** – Information is obtained from the ACVB website. It is best if you check with the individual restaurants for updated specials. Information subject to change.

### Benihana Restaurant, Downtown

**Offer:** Benihana's January Chef's Specials feature a choice of Hibachi Shrimp & Chicken for Two for just \$36, or a single entrée of Hibachi Mango Salmon for \$21. The new Hibachi Mango Salmon comes with grilled sweet potatoes and is served with a delicious Asian-inspired mango salsa. Both specials are complete with Benihana onion soup, Benihana salad, hibachi shrimp appetizer, hibachi vegetables, homemade dipping sauces, steamed rice and Japanese hot green tea. Valid January 1-31. Excludes tax and gratuity.

**Location:** Peachtree Center Station

### Johnny Rockets Underground Atlanta

**Offer:** The Philly cheese steak, American fries, and a soda pop for \$8.99 Here is a description of the cheese steak from our menu: "Thinly sliced sirloin steak, grilled to perfection and topped with grilled onions & choice of cheese. Served on an authentic hoagie roll."

**Location:** Georgia Aquarium and Downtown Atlanta

### Marlow's Tavern

**Offer:** Girls' Night Out every Wednesday with \$5 martinis, \$5 selections of wine and \$5 appetizers for ladies only.

**Location:** Northlake

### Pittypat's Porch Restaurant

**Offer:** \$6 Crown Royal drinks Monday thru Friday from 4 pm-7 pm.

**Location:** Peachtree Center Station

# Breeze... meet ease!

Order and  
load cards  
online at

[www.breezecard.com](http://www.breezecard.com)

