

Transit Times

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Please email any stories you would like to share to martamarketing@itsmarta.com. We would love to hear from you.

For more information on MARTA visit www.itsmarta.com or find us on



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EDITORIAL

Transit Receives Unprecedented Statewide Support in Regional Project Lists

You have probably heard about the Transportation Investment Act of 2010 (TIA) since it passed the General Assembly and was signed into law by Governor Perdue last year. This legislation divided the state into 12 districts (along Regional Commission boundaries), and set up a process that would allow each region to hold a referendum in July 2012 asking voters whether they wish to enact a one-cent sales tax to be used for specific transportation projects over a 10-year period. For the first time in memory, transit projects and programs—both capital and operating expenses, in most cases—are eligible to receive funds through this statewide funding mechanism. Georgia Transportation Association (GTA), as well as transit systems and advocates around the state, had worked tirelessly since 2007 to ensure that any legislation passed to fund transportation would allow transit to be included.

As part of the TIA process, “regional roundtables” of county commission chairmen and mayors have been meeting regularly for several months in an effort to develop the list of projects that would be funded by each region’s sales tax proceeds. Draft project lists had to be completed by August 15, 2011, and the final lists are required by October 15, 2011. The draft project lists in all 12 regions represent a significant shift in public opinion toward transit, as 11 of the 12 regions in the state included at least one transit project on their list, and taken statewide, transit projects are allocated more than \$3.66 billion over the next ten years.

In the Atlanta Region, more than \$3.4 billion of transit projects are included on the draft list, which represents approximately 55% of

the total amount available for the regional pot. Projects on the Atlanta list include \$856 million for a rail line into Cobb County, \$700 million for a new rail connection between Lindbergh Center and the Emory University/CDC complex, \$600 million for various MARTA “State of Good Repair” capital infrastructure projects, \$602 million for the Atlanta BeltLine, and \$225 million for transit service along the I-20 East Corridor in DeKalb County.

In several other regions, transit fared very well. The Coastal Georgia Regional Roundtable allocated \$119.2 million for transit, including \$73 million for Chatham Area Transit (CAT) and regional park-and-ride lots, as well as \$18.5 million for Liberty County Transit and \$25.2 million for the Coastal Coaches Regional Rural Transit System in Liberty County. In the Middle Georgia Regional Commission area, Macon Transit Authority (MTA) was allocated \$7.1 million, while the River Valley Regional Roundtable allocated \$22.4 million to new intercity Express Bus Park-and-Ride Service into Columbus. The Three Rivers Regional Roundtable included \$67.9 million in funding for Coweta County Transit, GRTA Vanpool and Xpress bus service, Troup County Transit, and a commuter rail line linking Atlanta to Griffin. The list of transit systems allocated funding across the state included Augusta-Richmond County, Glynn County, Telfair County, Baldwin County, Jones County, Athens-Clarke County, Bartow County, DeKalb County, and Thomas County, representing a wide range of populations and interests.

GTA is continuing its efforts to demonstrate to policy-makers and influence leaders that public transit is a statewide mobility solution, serving hundreds of thousands of customers every day in every corner of Georgia. As we move closer to the referendums across the state in 2012, look for GTA’s efforts to increase the visibility of transit in Georgia.

Scott Haggard, MARTA Government Relations

Highlights

Effective October 2, 2011

Children’s Fare FREE

Children 46” and under, maximum two per paying adult; check at Breeze Vending Machines, faregates and entrances of bus doors to measure height of child.

Reduced Fare Program \$ 0.95

Elderly, Disabled or Medicare

Mobility Service \$ 3.80

One-way

Mobility Discounted Trips \$ 64.60

20 single trips

Mobility Discounted Pass \$122.00*

30-day pass

Discount passes are available through employer, visitor and student programs. Call 404-848-5000 for more information.

PARKING FEE

Daily Parking FREE

Less than 24 hours at designated areas

Long-Term Parking \$ 5.00**

Brookhaven/Oglethorpe University,* Dunwoody, Kensington,* Lenox Deck* and Sandy Springs

Long-Term Parking \$ 8.00**

College Park,* Lindbergh Center, Doraville and North Springs

* Designated parking in which the long term fees apply after 15 minutes of parking – **including the first day and any part days.

Fare Guide

Fares are loaded onto a Breeze Card and can be paid with cash or debit/credit cards at Breeze Vending Machines or RideStores. Only cash can be loaded onto Breeze Cards on buses. If you pay with cash on a bus you will still need a Breeze Card to receive your transfer.

Cash Fare \$ 2.50

Paid at bus farebox, no transfer

Breeze Card \$ 1.00

With purchase of additional fare. All fare products must be loaded onto a Breeze Card.

Single Trip \$ 2.50

Round Trip \$ 5.00

Ten (10) Trips \$25.00

Twenty (20) Trips \$42.50

Remember to check your Breeze Card expiration date at any Breeze Vending Machine or at www.breezecard.com.

1-Day Pass \$ 9.00*

2-Day Pass \$14.00*

3-Day Pass \$16.00*

4-Day Pass \$19.00*

7-Day Pass \$23.75*

30-Day Pass \$95.00*

*Good for unlimited consecutive day travel, beginning with the first day of usage.

FAREGATE REMINDER

You must tap your Breeze Card to exit the wide faregates in the stations. If you have trouble exiting the station, please pick up a white or blue phone and someone will assist you.

BREEZE TICKETS NO LONGER BEING SOLD

at MARTA RideStores or Breeze Vending Machines.

STORED VALUE

You will be able to load up to \$300 on your Breeze Card in stored value.

CONNECTING BUS SYSTEMS

Cobb Community Transit (CCT)
Gwinnett County Transit (GCT)
Georgia Regional Transportation Authority Regional Express (Xpress)

AM/PM Transfers will no longer be issued.

If you are connecting to MARTA from another bus system you will need to load that system’s fare onto a Breeze Card.



REPORT SUSPICIOUS ACTIVITY

Press emergency call button located in each rail car or pick up a blue phone located in the rail station.

Call MARTA Police Department at (404) 848-4911 or dial #MPD on AT&T, Verizon or Sprint/Nextel cell phones (Blackberry users dial #673)

TAKE MARTA TO THE EVENTS AROUND TOWN

SPORTS CALENDAR

FALCONS - September

18 Eagles 8:20 pm

BRAVES - September

17 vs Mets 7:10 pm

18 vs Mets 1:35 pm

26 vs Phillies 7:10 pm

27 vs Phillies 7:10 pm

28 vs Phillies 7:10 pm

FALCONS - October

2 vs Packers 8:20 pm

16 vs Panthers 1:00 pm

WEDNESDAY WINDDOWN

Enjoy free live music every Wednesday in Centennial Olympic Park’s Southern Company Amphitheater. The concert series features jazz and contemporary music from 5:30 p.m. - 8:00 p.m.

On MARTA: Dome/GWCC/Philips Arena/CNN Station

MOVIES IN CENTRAL PARK

Location: Atlantic Station
171 17th Street, Atlanta, GA 30363

September
22 - Dreamgirls

Rail Safety Tips

1. Please stand behind the gray, textured safety edge while waiting for a train. Do not enter or exit until the train has come to a complete stop.
2. Please allow passengers to exit the train before you board. Allow customers using wheelchairs or other mobility devices to board first.
3. Never hold the doors open or stick any objects in the train doors to prevent them from closing and cause a delay.
4. Keep the aisles and doors clear. Do not place your belongings or your legs in the aisle. The aisle must be kept clear for others to walk.
5. Never lean against the train doors.
6. Use the hand rails to steady yourself while the train is in motion and when boarding and exiting the train.
7. For your child’s safety, please keep your children close to you at all times.
8. Protect your property. When using an electronic device, avoid sitting or standing near doors on rail cars and buses.
9. DANGER! Please do not enter the track area. The rail lines carry fatally high voltages.
10. Never place or throw anything on the rail tracks. This may cause a train to derail and potentially cause an injury.
11. Do not utilize end doors to walk between the rail cars except in the case of an emergency.
12. The weather may cause wet or slippery conditions in the station. Please walk carefully to avoid falling.

Note from Beverly A. Scott, General Manager/CEO



MARTA is an irreplaceable public asset that has been a mainstay of the economic progress and quality of life for our region and state for more than three decades. As the largest transit operator in Georgia, MARTA is steadfastly committed to ensuring that our customers receive safe, reliable and customer-focused service every day.

However, MARTA's financial condition continues to decline since our funding model is very much broken. Since our primary funding source is a one cent sales tax collected in only two counties—DeKalb and Fulton—and the City of Atlanta, MARTA's financial health is inextricably tied to an extremely volatile economy. Even in good economic times, MARTA does not receive the funding resources required to fully expand the system to its original vision or operate the service levels needed to accommodate our ever growing region.

As part of MARTA's financial sustainability plan, the Authority made the extremely difficult decision to raise the base fare from \$2 to \$2.50 and increase the cost of weekly and monthly passes. These changes will go into effect on October 2nd. A fare increase was necessary to maintain the current bus and rail service levels for our customers.

As we look toward the future, I believe real progress is being made to secure new funding for MARTA and regional transit in general. For the first time since MARTA's creation, our region is preparing to take tangible steps toward investing in an integrated and expanded regional transit system. In 2012, our 10-county region will go to the polls to vote on a transportation sales tax referendum that would, in part, fund transit expansion projects and infrastructure improvements for MARTA.

The Metro Atlanta Regional Roundtable recently decided on a proposed list of transit and transportation projects to be funded by the penny sales tax if the referendum succeeds. The Roundtable is now presenting the proposed list to the public for their feedback. Don't miss your opportunity to make your voice heard about the projects you would like to appear on the final list. Details about each of the public meetings are included in the Transit Times. Following the public comment period the Roundtable will vote in October to decide the final project list for the 2012 referendum.

I'm also pleased to invite you to fellowship with MARTA staff during our Meet MARTA Days being held in September at stations throughout the system. These events will give our customers the opportunity to share ideas with us as well as join MARTA in planning for the future of transit in this region. A schedule for the Meet MARTA Days is included in the newsletter.

MARTA is a virtually irreplaceable public investment that will be the backbone for any expanded transit system network of services. We continue to work hand-in-hand with our state and regional partners to educate our community on how more accessible transit options will help boost our economy, improve the environment and make our region a better place to live and work.

As always, we thank our customers, employees, many partners and the general public for their ongoing support of MARTA. It is our privilege to serve the greater Atlanta region.

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

INSIDE MARTA



Hats Off!

Obie Behind the Scenes

Obafemii Hawk, also known as Obie One B.A., has been working at MARTA as a protective specialist since June 2001. With his spare time he is able to cater to his passion—music. He started as a rap/hip hop musician, but later transitioned his focus to inspirational rap. During his musical journey, Obie was a "Best Holy Hip Hop" nominee and a top two finalist during the Gospel Choice Awards in 2009 and 2010. In 2009, he was an Artist of the Year Award recipient and was nominated for "Male Rap Artist" at the Resa Mitchell Gospel Report Awards. He was also nominated for "Best Male Artist" at the YGEA (Youth Gospel Entertainment & Arts) Awards in 2009.



Recently, Obie had the pleasure of traveling to Swaziland, Africa with an organization called Heart for Africa, a Christian non-profit public charity.

Obie has recently released his new album entitled "Real Life, Real Music, It's my Testimony". It is "his story". Obie's "testimony" is indeed one that many men or women can relate to.

Visit www.obieoneba.com to join his newsletter.

Kera Wade, Marketing Intern

Welcome Elvin Tobin, Director of Bus Operations



Elvin Tobin has been a transit professional for more than 22 years. He was transit General Manager for systems in Durham, N.C. and Myrtle Beach, S.C., as well as Senior Manager with Washington Metropolitan Area Transit Authority (WMATA) in Washington, DC and Montgomery County Transit in Montgomery County, MD.

Mr. Tobin has served on national panels and was a Board member and past president of the Transportation Association of South Carolina. His office is located at Perry Garage.



Congratulations!

Congratulations to Internal Communications Coordinator Carlos James' son, Todd James, who won his second consecutive Daytime Emmy Award in Multiple Camera Editing Category. Todd is a Co-Supervising Editor on Sesame Street.

MEET MARTA DAY

We want to hear from you!

Come enjoy prizes, food and music at "Meet MARTA Day."

- Meet & Greet
- Share Ideas
- Plan for the Future

4 pm – 7 pm

at the following stations:

Wednesday, September 14th

Five Points

Monday, September 19th

North Springs

Tuesday, September 27th

College Park and Kensington

Make Your Voice Heard About the Future of Atlanta's Transportation

The Atlanta Regional Roundtable, created by the Transportation Investment Act of 2010, is holding public meetings to gather input on transportation projects to be funded by a one-cent sales tax presented to voters in 2012. Transportation relief is in your hands!

Meetings will be held: 6 pm – 8 pm

Thursday, September 15

Council Chambers

55 Trinity Avenue Atlanta, GA 30303

404-330-6030

Wednesday, September 21

North Fulton Service Center

7741 Roswell Road Sandy Springs, GA

30350 404-612-6372

Wednesday, September 28

South Fulton Service Center

5600 Stonewall Tell Rd, College Pk, GA

30049

404-612-2880

Wednesday, September 28

Manuel Maloof Auditorium

1300 Commerce Drive Decatur, GA 30030

770-492-5206

For a full list of ALL Atlanta Regional meetings and latest updates visit www.atlantaregionalroundtable.com.

- The Atlanta region consists of: Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties.
- July 2012—residents will decide whether or not to approve a penny sales tax to support transportation projects.
- Fifteen percent of all funds raised in the region will go directly to local jurisdictions to use on any transportation projects they choose.
- The roundtable will decide which projects can be funded with the sales tax revenue including: transit, roads, safety, pedestrian and bike improvements and technology updates.

MARTA Matters... Transit Matters

This & That

JOHNNY ROCKETS

Offer: Enjoy the Smoke House Hamburger topped with cheddar cheese, applewood smoked bacon, a crispy onion ring and Smoke House BBQ-ranch sauce, with a side of American Fries and a soda for \$7.99 daily.

Location: Georgia Aquarium and Underground Atlanta

TRUVA

Offer: \$12.99 lunch buffet Monday through Friday from 11 a.m. to 3 p.m.

Location: Downtown

FOX SPORTS GRILL

Offer: Eight new lunch specials under \$8 every day from 11 a.m. – 4 p.m.

Location: Midtown/ Atlantic Station

MELLOW MUSHROOM PIZZA

Offer: FREE wings (3) with purchase of any large specialty pizza. Valid every day.

Location: Downtown

NAVA

Offer: For just \$12.95, enjoy a tasting of three specially selected wines or our Signature Margaritas and three of Chef Ryan's mouth-watering Navajitos—"Little Bites"!

Location: Buckhead

No Sharing.

Each paying customer must have their own Breeze Card.

