

Please email any stories you would like to share to iscott@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

Fire Safety

The National Fire Protection Association hosted Fire Prevention Week this month. This year's theme, "Protect Your Family from Fire," was geared towards keeping you, your family and community safe from fire. MARTA also participated in the national Fire Prevention Week by making sure that all MARTA's personnel had access to fire safety information. To protect yourself, your family and your co-workers it is important to understand what to do in the event of a fire and have a plan and

know when to use it. You can protect your family by:

- Installing smoke alarms on every level of your home
- Testing smoke alarms once a month
- Change smoke alarm batteries at least once a year.
- Make and practice a home fire safety plan

Kalika S. Wade, Safety & Quality Assurance

Highlights

Commitment You Can Count On

"A business built on customer service understands and anticipates the customer's needs This kind of commitment to service leads to customer loyalty and to genuine improvements at the bottom line."

President George H.W. Bush

In 1992 the U.S. Congress proclaimed Customer Service Week as a nationally recognized event and officially established the first full week of October as an opportunity to recognize the importance of customer service and to honor the people who serve and support customers with the highest degree of care and professionalism. Additionally, in signing a presidential proclamation, President George H.W. Bush highlighted the important role of customer service professionals who serve on the front lines in ensuring customer satisfaction.

Since the first buses began serving the people of the City of Atlanta and the Fulton and DeKalb county communities in 1972, MARTA has been an organization of people dedicated to serving people. And today, with over 500,000 daily riders on our bus, rail and paratransit vans, our 4,500 employees are still committed to creating a "transit experience that our employees, customers and stakeholders are proud to be a part of."

MARTA celebrated Customer Service Week by posting "Thank You" banners and posters around the system along. In addition each team member was also provided the opportunity to recognize the great customer service they experience from one another through the "Caught in the Act of Providing Great Customer Service" program.

MARTA Management Takes Questions From Local Riders

The "Meet MARTA Day" event at the North Springs MARTA station along with three other stations in September gave riders a chance to bring their concerns directly to MARTA management.

Alpharetta resident Tiras Sims welcomed the opportunity to ask questions about MARTA's finances. "I criticized MARTA about how it has handled its finances, but after sitting with [Kevin Hurley, MARTA Treasurer], I understand that they have been very creative in handling the mess of a hard situation," she said.

"MARTA needs more PR. They need to go on the offensive and let people know that they're not trying to take advantage of riders, but truly need more funding," added Sims.



Others questioned Hurley about finances and costs, especially related to the rate hike. Effective Oct. 2, the fare to ride MARTA trains or buses is \$2.50, up from \$2.

Paper tickets will no longer be sold or reloadable, requiring a plastic Breeze Card. Riders can purchase a Breeze Card for \$1.

"We understand," Hurley said. "We're trying to listen. When we suggested cuts in service, we heard, 'We need this service to get to work.' Unfortunately, in order to save service, we had to increase fares."

Whether the topic was finance, rail service or Atlanta's transit future, the message from MARTA employees was consistent: Get involved. Let your voice be heard at Atlanta Regional Roundtable meetings and support the 2012 transportation sales tax referendum called the Transportation Investment Act.

"We're hearing a demand for more service, especially further north," said Rich Krisak, Assistant General Manager of Rail Operations.

The current draft list of projects to be funded by the transportation sales tax referendum includes studies related to the expansion of MARTA rail along Ga. 400 to Alpharetta, but not funding to build it.

"It's up to you," Krisak said. "The public needs to demand a larger regional system and more funding from the state."

Source: Kathy Powell, www.roswell.patch.com

CUSTOMER ALERT

ROUTE CHANGE

Effective October 8, 2011

Routes 1, 3, 16, 99, 110, 155 & 186 will be rerouted for construction of the Atlanta Street Car Project.

Visit www.itsmarta.com for more information.



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 - October

16 vs Panthers 1:00 pm

FALCONS - November

13 vs Saints 1:00 pm

Feed Your Senses

Every Third Wednesday

Join your downtown friends for the Lunchtime Learning Performing Arts Series held monthly at the Rialto Center for the Arts at Georgia State University. The program features a different artist or speaker each month who provides a casual and fun insider's look at their craft. Bring your lunch or box lunches will be available for \$5.

Location: Rialto Center for the Arts
80 Forsyth St NW, Atlanta, GA 30303
On MARTA: Peachtree Center Station

Improv in the Park

Now - December 28

Check out Improv in the Park every Wednesday for an hour of on-the-spot laughs from 8-9pm. Each week actors from Relapse Theatre and Whole World Theatre will be featured.

Location: Central Park Atlantic Station
245 18th St., Atlanta, GA 30363

On MARTA: Free Shuttle From Arts Center Station

Taste of Atlanta

October 22 - 23

The annual Taste of Atlanta festival highlights top restaurants and chefs around the city, and celebrates its 10th anniversary this month. Tickets start at \$25 and include 10 Taste Coupons.

Location: Tech Square at the intersection of Spring and 5th Streets
On MARTA: North Avenue or Midtown Station

Little 5 Points Halloween Festival and Parade

October 22

One of the more popular Halloween events in Atlanta, the Little 5 Points Halloween Festival features a fun and ghoulish costume parade and two stages of live music. The event begins at noon and ends at 11 p.m., with the parade starting at 4 p.m. along Moreland Avenue near the intersection with Euclid Avenue

On MARTA: Inman Park Station

Planning on taking MARTA to Halloween events and festivities? A reminder that all rail service ends at 1:00 a.m.

Note from Beverly A. Scott, General Manager/CEO



This month we celebrated National Customer Service Week, an annual event that is an opportunity to highlight MARTA's whole-hearted commitment to treat every customer with the utmost respect, courtesy and care.

As the top provider of public transportation in the Atlanta region, customer service is the cornerstone of what we do. In commemorating this year's National Customer Service Week, MARTA's theme was, "Commitment You Can Count On."

We understand that customers expect top-quality customer service, and we must strive to meet – or exceed – those expectations at all times.

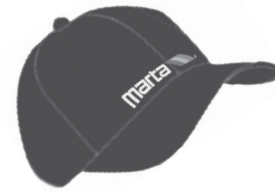
Granted, that's not always easy to do. The economy has made it necessary for us to become more proficient and productive with fewer resources. Many of our employees have been working under extremely difficult circumstances with little reward, and I want to personally express my gratitude for their professionalism and perseverance.

We used National Customer Service Week to refresh our spirits, recharge our energy and passion for service and reconnect with valued customers and coworkers.

It's my privilege to work with employees who faithfully uphold the highest standards of customer service, day in and day out. Please know that I truly honor your hard work and selfless dedication, not only during National Customer Service Week, but all year round.

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

INSIDE MARTA



Hats Off!

Thank You!

Thank You Charlotte Quarles for your due diligence during the application process to get MARTA approved to participate in the Affordable Care Act's Early Retirement Reimbursement Program, which has lead to MARTA being reimbursed \$264,280.

IT Challenges Itself



In early 2011, Technology's AGM/CIO Ben Graham challenged his business units to clearly define their mission, vision and steps for achieving them. The business units involved in the challenge included: Control, Quality and Compliance (CQC); Technology Enterprise Applications (TEA); Technology Infrastructure and Operations (TIO); Telephony Operations; and Technology Programs Management (TPM). Mr. Graham emphasized the value of teambuilding, collaboration, mutual support for performance improvement and overall excellence throughout the department. The teams were instructed to identify their mission and vi-

sion, market that mission and vision, and explain how they would employ their mission and vision to achieve the challenge requirements.

MARTA Experience

MARTA recognizes the groundbreaking efforts of a group of frontline employees, known internally as "The MARTA Experience Team." This cross-functional team of employees focuses on internal and external customer initiatives that help to make MARTA an experience "that our employees, customers and community are proud to be part of." The team is made up of representative and non-representative frontline team members from each department at MARTA.

The members are as follows: Fanny Aguilar, Charlotte Childs, Angelia Clark, Rose Mary Cooper, Yvette Dixon, Tracie Foust, Gary Gin, Willie Glaze, James Hightower, Robyn Jeoffroy, Natalie Johnson, Emmry Kennedy, Chrisangela Kitts, Montressa Lane, Patricia Lowery, Rashena Lark, Marcela Mannino, Warren Miles, Demetria McCaskill, Deadrick Robert, Arguetta Ruffin, Gaynell Shipp, Nathaniel Scott, Glenda Simpson, Gloria Frink-Taylor, Sabrina Thomas, David Ward, Jeff Watkins, Melody Williams, Victoria Williams. Most recently team members served as hosts of the "Meet MARTA Day" station events.

Commendations received during MEET MARTA DAY

"Station Agent Angela Clark is truly wonderful. She assisted an out of town friend of mine and now my friend knows more about how to ride MARTA than me. She is always courteous and an asset to MARTA".

"Operator Thomas on the #132 is outstanding! He knows his customers and will wait at the station if he doesn't see them. He has a great attitude and always greets his customers. He really cares about his customers."

Thank you for your outstanding customer service!

No Sharing.

Each paying customer must have their own Breeze Card.




Wide fare gates are for wheelchairs and traveling with:

- Bicycles
- Luggage
- Children

I ♥ My Breeze Card

Show us the love & win up to \$8,500!

Learn more at www.itsmarta.com.



Video Contest Sponsored By Cubic Transportation Systems

You, your Breeze Card and a video could earn you \$8,500 when you enter this video contest sponsored by Cubic Transportation Systems. The Breeze Card video with the most Thumbs

Up votes wins \$1,500 and is entered into a final round to determine the \$5,000 National Grand Prize winner! Make it entertaining, original, clean and focus on how your Breeze Card opens doors that take you to the best things in life. The deadline is Nov. 11, so submit soon and get out the vote!

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.

Fox Sports Grill

Offer: Eight new lunch specials under \$8 every day from 11:00 a.m. - 4:00 p.m.

Location: Midtown/Atlantic Station

Geisha House

Offer: 50% off all food items every Sunday

Location: Midtown

Mellow Mushroom Pizza

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

Location: Downtown

PRIME

Offer: Half-price steaks every night, 5:00 p.m. - 6:15 p.m. Includes 8oz. Petit Filet, 12 oz. New York Strip or 14 oz. Ribeye. *Not available with any other promotion or on holidays.

Location: Buckhead (Lenox Mall)

Thrive

Offer: \$8.99 lunch specials - includes tea or soda, and two select items from soups, salads, sushi and sandwiches. Valid Monday - Friday 11:30 a.m. - 3:30 p.m.

Location: Downtown

Dantanna's at CNN Center

Offer: \$10 daily lunch specials, including soda or tea Monday - Friday 11:00 a.m. - 2:00 p.m.

Location: Downtown