

Transit Governance and Funding Study Commission

August 2, 2017

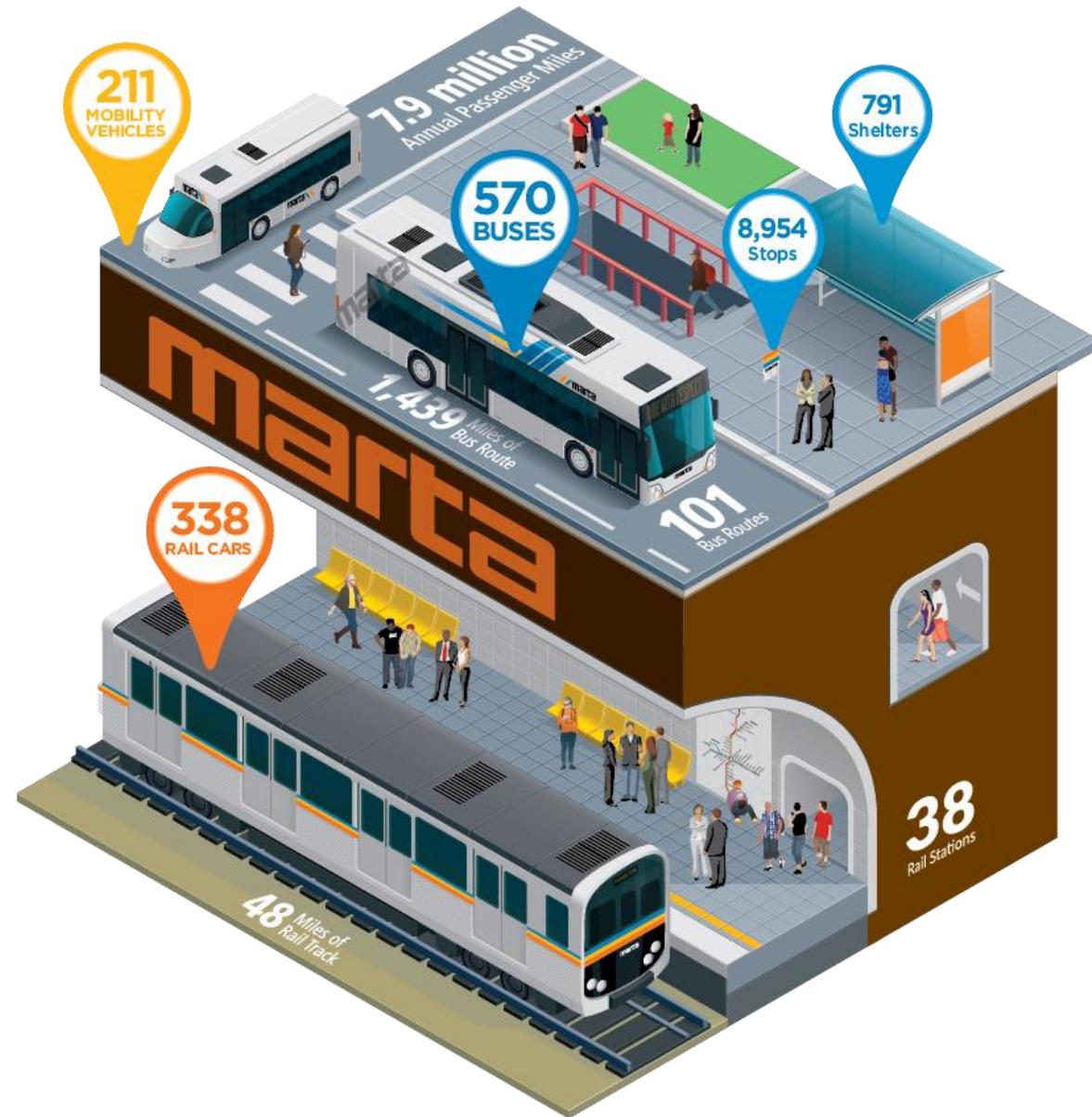


marta 

Keith T. Parker | General Manager/CEO

About MARTA

- Eight largest U.S. transit system
- Formed in 1971 as a bus-only system
- 38 rail stations, 570 buses and 211 mobility vehicles
- 450,000 daily riders
- 7.9 million annual passengers
- Serving Fulton, DeKalb and Clayton counties



Five Points
Westbound

improving

our capabilities while facing challenges

Challenges



Recession
In 2008



\$100M
Expenses Cut



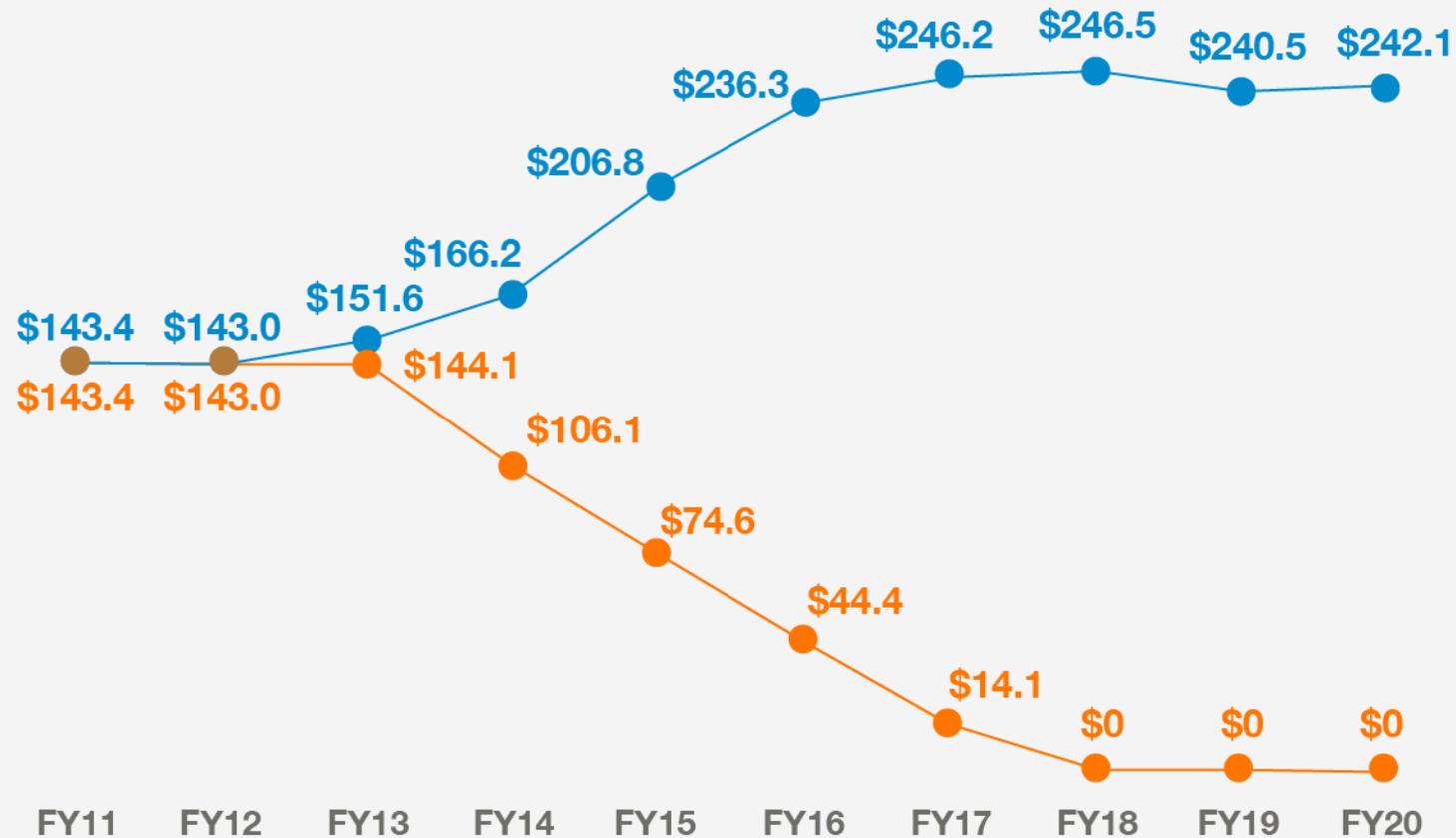
734
Jobs Cut



10-days Furloughs
for non-represented
employees

Consecutive Surpluses

Reserves Balance (\$M) Before & After Sustainability Initiatives



Rebuilding the Brand

Operations Deficit and Surplus (\$M)





increasing
opportunities for growth

Debt Restructuring Savings



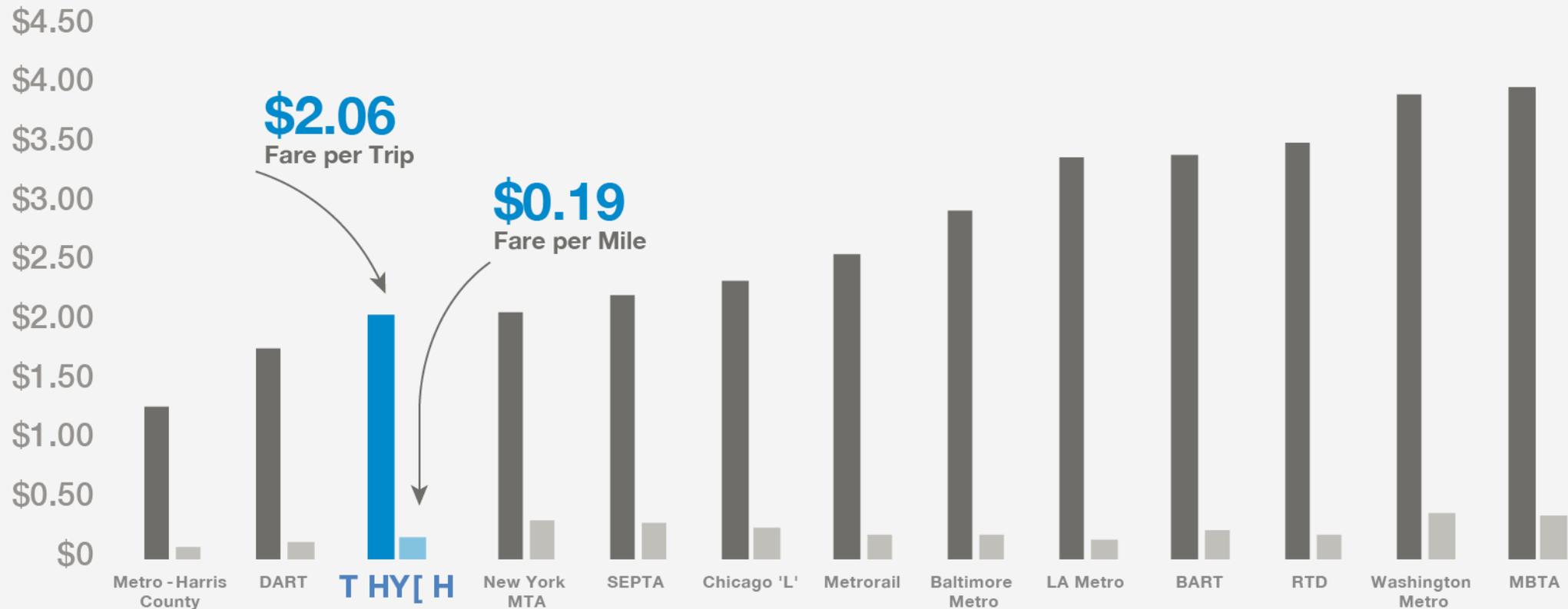
Comparatively Lower Operational Costs

FY 2015 Mass Transit Cost Comparison



FY 2015 Mass Transit Fare Comparison

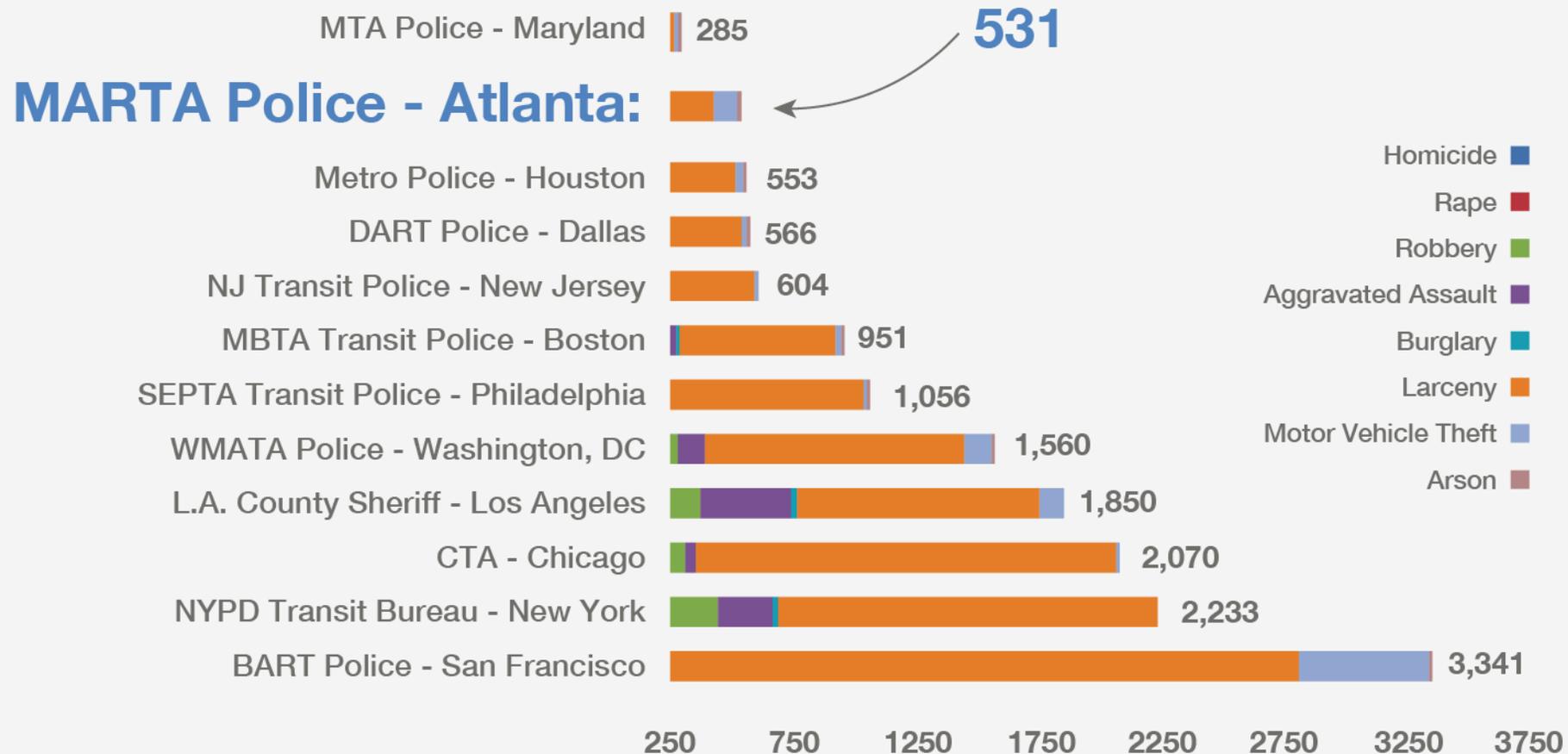
U.S. Mass Transit Cost Metric Comparison FY 2015 (Bus and Rail)



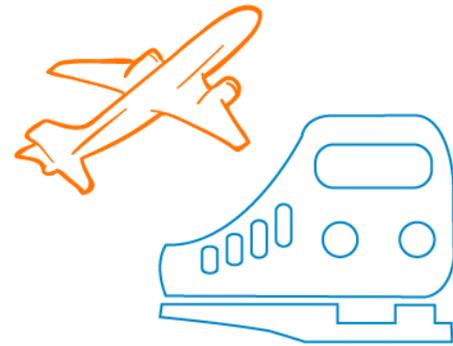
Ride with Respect



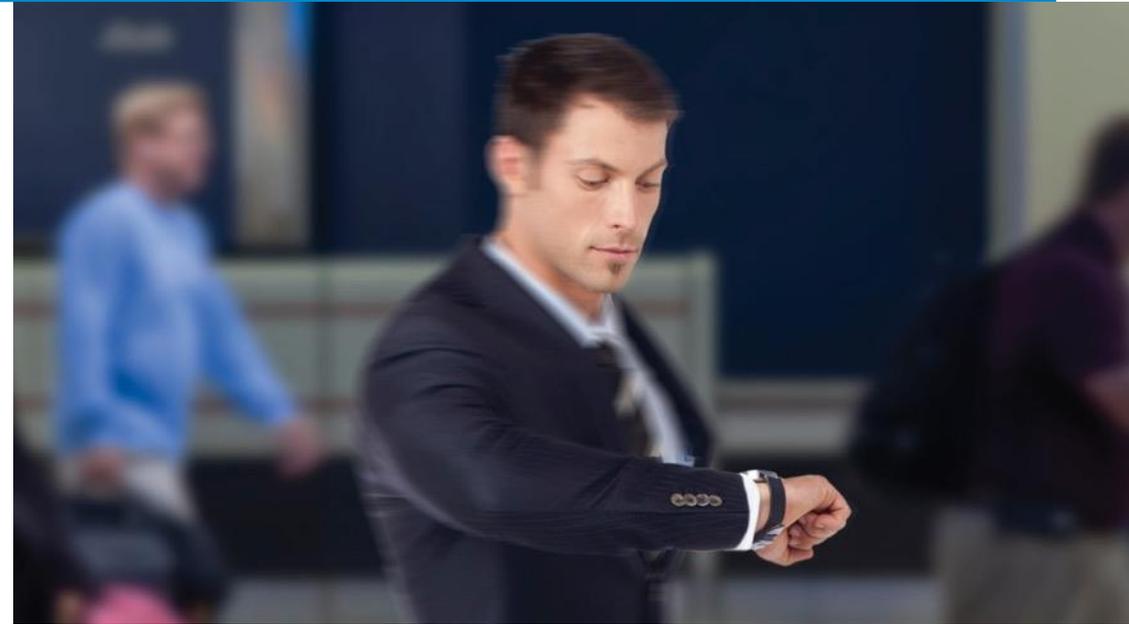
Part One Crimes (Total)



Rankings



**#1 Ranked
Airport Service**
Airport to Downtown in
16 Minutes



Corporate Relocations



Mercedes-Benz



WestRock



Transit-Oriented Development



“Access to MARTA and key transportation hubs will also benefit our employees in the region.”

Steve Vorhees
WestRock CEO

February, 2017



investing

in community and services

Transit-Oriented Development

Lindbergh

Center

Station (Before)



Transit-Oriented Development

Lindbergh
Center
Station (After)



Transit-Oriented Development

- Dunwoody



Transit-Oriented Development

- Chamblee



Transit-Oriented Development

- Edgewood /
Candler Park



Partnerships

UBER

lyft



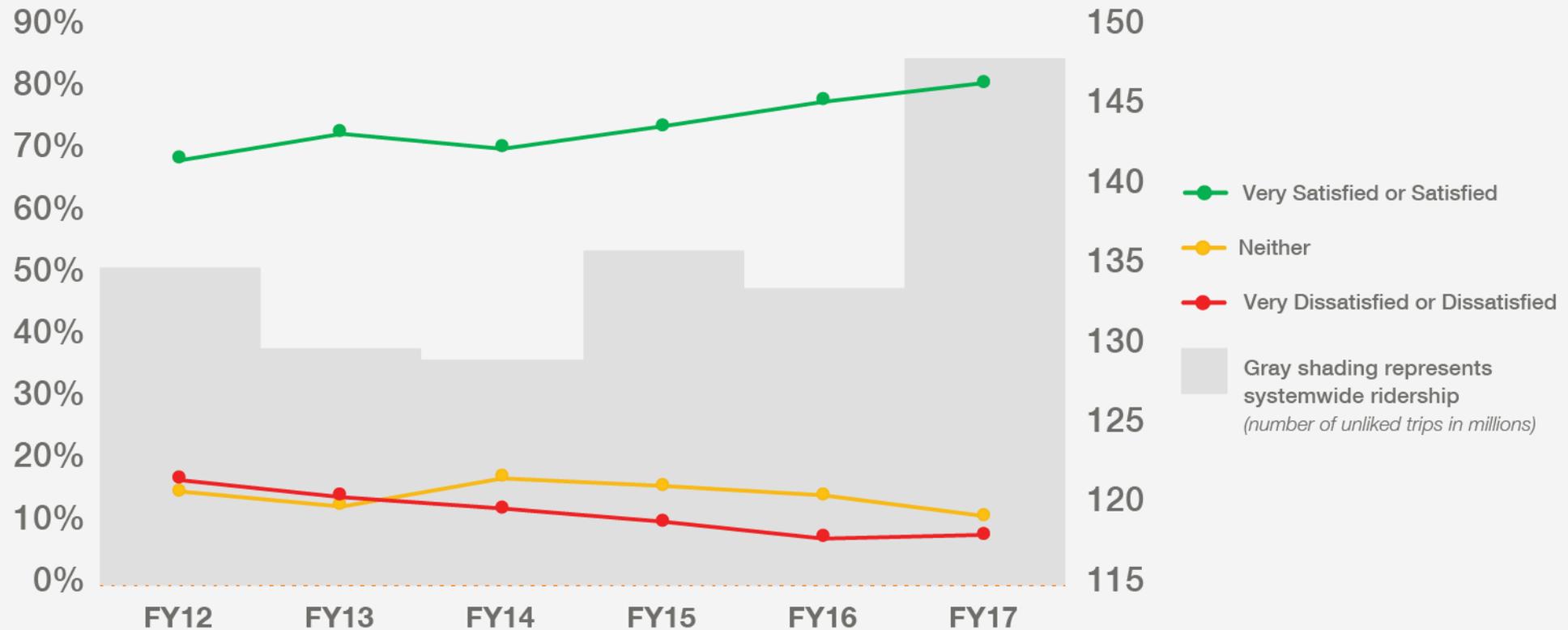
More than a Train Station



Art in Transit



Overall Customer Satisfaction

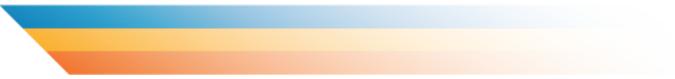




innovating

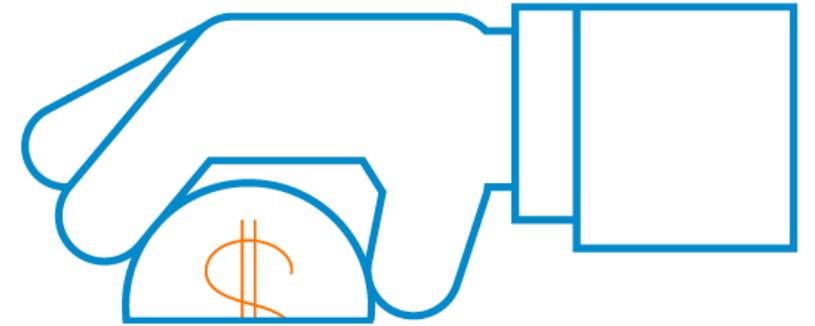
for a less-congested, more-connected future



today's
marta
means 
more

More: Atlanta Transit Expansion

- 72% passage
- \$2.5 billion projected revenue
- LRT
- BRT
- Rail infill stations
- Transit centers
- Bus and rail service improvements

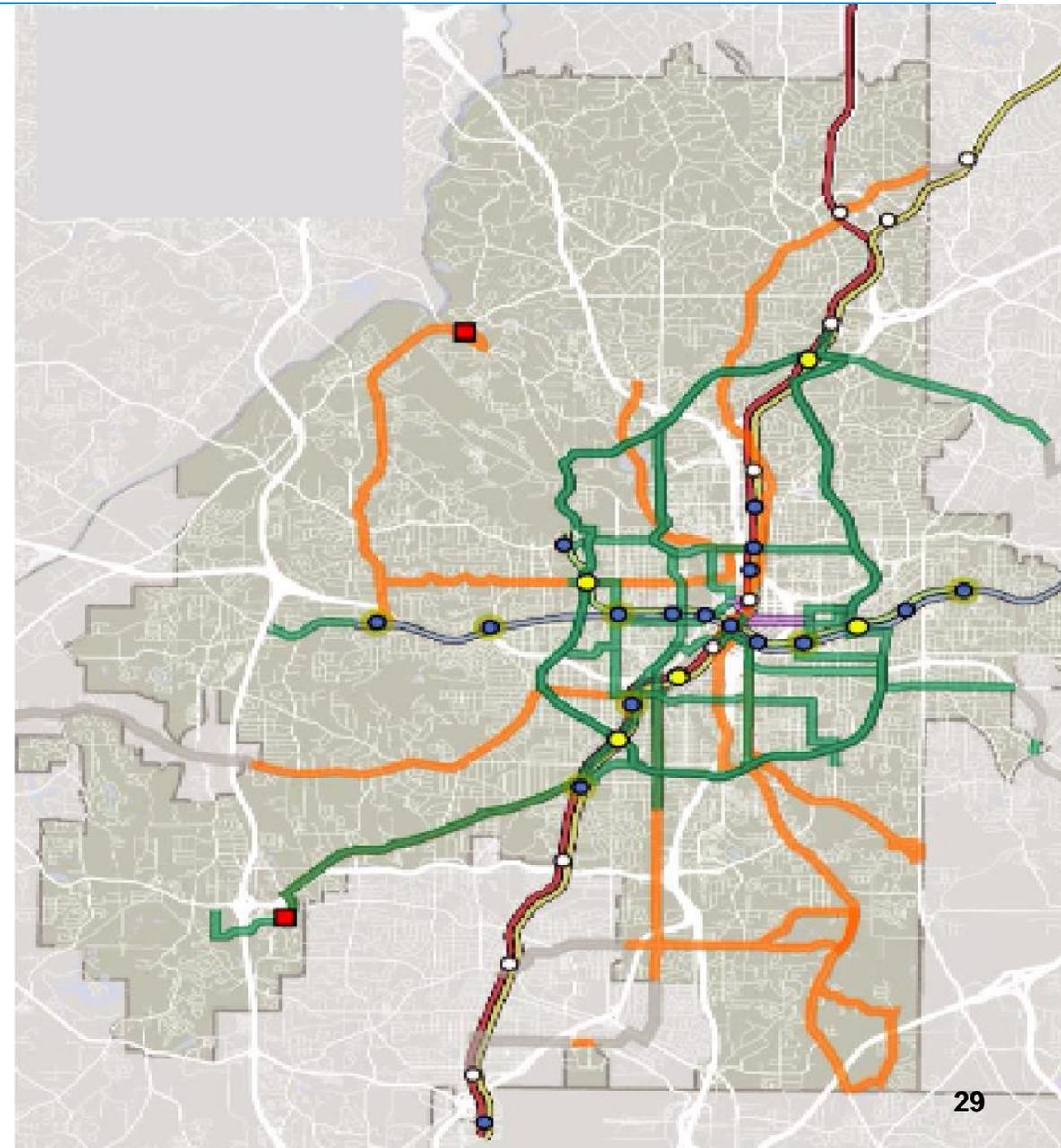


72% passage
 Half-penny sales levy in
 the City of Atlanta

More: Access

- **Potential Transit Services**

- New Transit Centers
- Station Enhancements
- Infill Stations
- Station Area Pedestrian Projects
- Bus Service Improvements
- High Capacity Improvements



More: Technology Innovations



More: Technology Innovations



More: Technology Innovations



Total Participants to date: 600+



SANDBOX

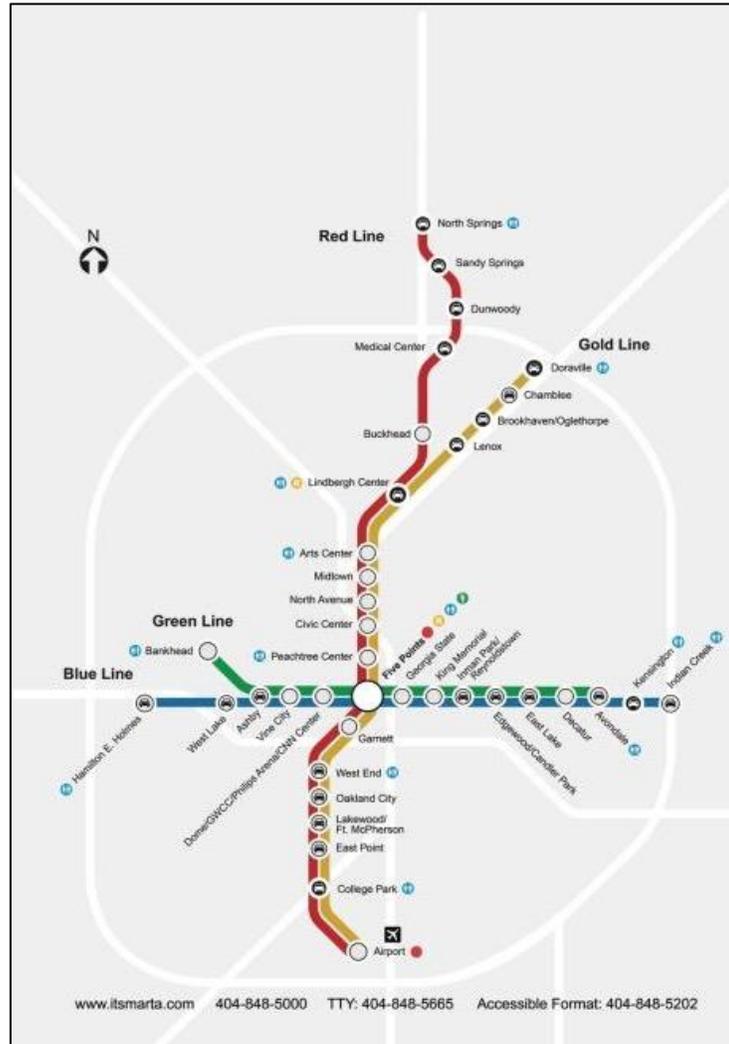


More: Supporting of Events



More: Access

Today

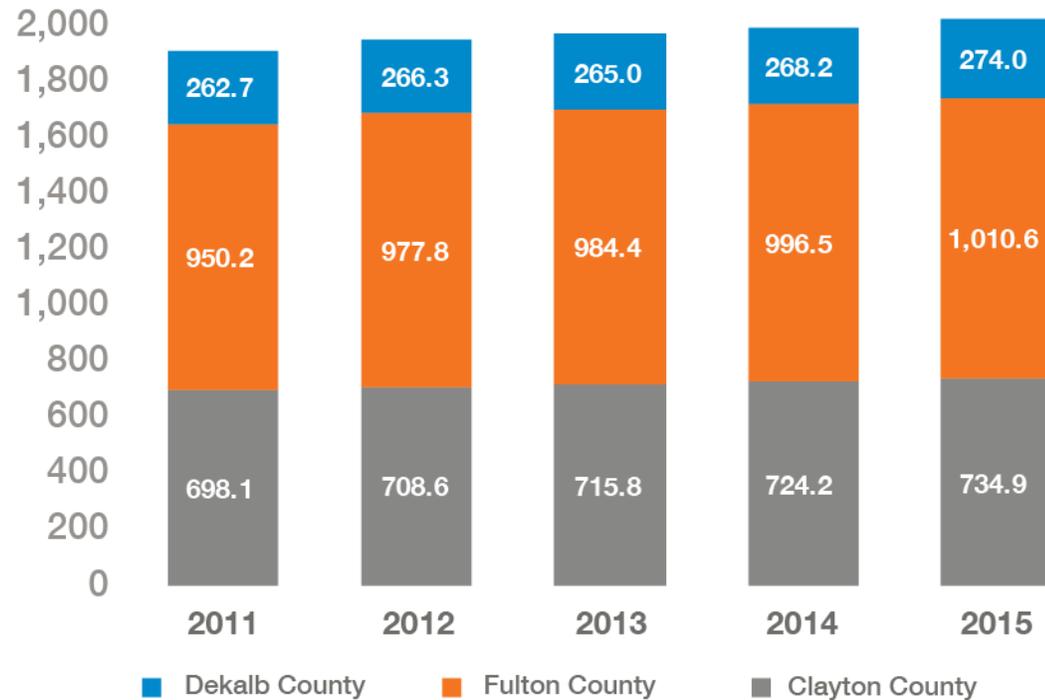


Tomorrow



More: MARTA System Expansions

Population (Thousands)



Source: U.S.Census Bureau

“ 92 percent told us that improving public transit is important to the future success of our entire region.”

Study by Atlanta Regional Commission
November 2014

Atlanta MSA Population Percent Change



I-85 Bridge Collapse

- Reassigned additional station attendants, including personnel and MARTA Army volunteers; Redefined public safety footprint to meet new traffic
- Crafted media relations messaging to include service-driven expansion plans; Proactively pitch both news and feature-driven stories locally and nationally



“ The best way to predict your future
is to create it. ”

Peter F. Drucker



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MARTA



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