



FY 2012 ANNUAL REPORT  
July 1, 2011 – June 30, 2012  
& 2013 CALENDAR





# VISION

- REGIONAL TRANSIT LEADERSHIP OF UNIQUE COMPETENCE AND COMPETITIVENESS
- SAFE, RELIABLE AND CUSTOMER-FRIENDLY SERVICE
- INCREASING REGIONAL QUALITY OF LIFE AND ECONOMIC SUCCESS
- RESPECTED AND VALUED REGIONAL PARTNER WITH UNIQUE EXPERTISE

# MISSION

- THE MISSION OF THE METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY IS TO STRENGTHEN COMMUNITIES, ADVANCE ECONOMIC COMPETITIVENESS AND RESPECT THE ENVIRONMENT BY PROVIDING A SAFE AND CUSTOMER-FOCUSED REGIONAL TRANSIT SYSTEM.

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# BOARD OF DIRECTORS

## OFFICERS



Frederick L. Daniels, Jr.  
**Chairman**



Barbara Babbit Kaufman  
**Vice Chair**



Harold Buckley, Sr.  
**Treasurer**



Juanita Jones Abernathy  
**Secretary**

## DIRECTORS



Robert L. Ashe III



Roderick E. Edmond



Wendy Butler



Adam D. Orkin



Jim Durrett



Noni Ellison-Southall

## EX-OFFICIO



Jannine Miller



Keith Golden

## MESSAGE FROM THE GENERAL MANAGER/CEO

At MARTA we are so much more than “big things that move” people from place to place.

We are the student who takes the train each day to Georgia State University in pursuit of her law degree. We are the patient who relies on MARTA Mobility to receive life-sustaining dialysis treatments. We are the local film crew that’s hired to work on a major motion picture filming a scene on a MARTA bus. We are the hundreds of thousands of trips each day connecting people to family and friends, educational, artistic and cultural experiences, job opportunities and essential health and wellness services.

MARTA is responsible for knitting together the fabric of this community, and its impact

on the quality of life and economic success in this region and state is profound. From providing 420 thousand transit trips a day to contributing hundreds of thousands of dollars to charitable causes throughout the year, MARTA continued to be a driving force in the community in Fiscal Year 2012.

Despite the ongoing financial challenges that MARTA faced, the Authority did not waver from its mission. Our employees supported and maintained vitally important community links by pulling together to provide safe, efficient, reliable and customer-focused transit service.

At the same time, MARTA leveraged technologies to enhance safety and security programs, implemented innovative sustain-

ability programs to protect and improve the environment and partnered with the region and state to advance transit expansion plans.

As I complete my five-year tenure as General Manager and CEO of MARTA, I must say that it has been an honor and privilege to be a part of the ninth largest transit system and truly one of the best in the country. I commend all of our dedicated and hardworking employees for the contributions they have made in partnership with our local leaders and transit supporters to continue serving our customers and the region with pride.



# January 2013

Arts Center Station



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## TRAINING FOR THE FUTURE

A recent study released by the American Public Transportation Association (APTA) found that the transit industry is facing a severe talent gap as a large percentage of its current workforce approaches retirement over the next decade.

Responding to this looming challenge here in metro Atlanta, MARTA, in partnership with Georgia Piedmont Technical College, succeeded this year in winning a \$3 million federal grant to train the next generation of skilled public transportation workers and leaders.

The grant will fund implementation of innovative educational solutions to address the unique knowledge and skill sets that transit careers demand. Once launched, the program will become the nation's first fully ac-

credited and standards-based Transit Training Center.

Other organizations joining MARTA and Georgia Piedmont Technical College in this important new venture are Cobb Community Transit, Gwinnett County Transit, the Georgia Regional Transportation Authority, the Atlanta Regional Commission and the Urban League of Greater Atlanta.

Once fully established, these transit-focused programs will become a nexus for industry newcomers by providing them with core education and required certifications. Furthermore, the programs will represent a reproducible model that can be tailored to transit systems in other areas of the country where similar needs exist.

This program will be a boon for MARTA, as well as other regional transit providers, by effectively positioning them to compete for the diminishing number of qualified applicants who are entering the skilled trades. The grant award and implementation of the Transit Career Pathway Programs at the Georgia Piedmont Technical College's Regional Transit Training Center could also attract talented candidates who may not otherwise have considered a career in the industry.

This regional approach to transit training, championed by MARTA, identifies common workforce development needs and leverages current technical college infrastructure, thereby expanding the pool of qualified candidates for technically advanced transit jobs.

JANUARY 2013

Tuesday, January 1  
Monday, January 21

New Years  
Martin Luther King, Jr. Day



# February 2013

West End Station



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## SUPPORTING THE COMMUNITY

MARTA doesn't just serve the metropolitan area with bus and train service, it's also an integral part of the community – and always has been.

MARTA employees are involved in a wide range of civic and charitable activities that demonstrate a deep and heartfelt commitment to improving the lives they touch, both on and off the job.

For more than 20 years, The MARTA Employees' Charity Club, a non-profit organization funded with voluntary contributions, has been helping to lighten the burden and lift the spirits of countless children and families during the holidays and all year long. The highlight of the Charity Club's efforts is the annual "Holiday Shop," during which

thousands of toys, games, gift certificates and bicycles are given to those in need.

This year, the MARTA Police Department outdid itself by raising \$33,480 for Special Olympics Georgia that serves more than 24,000 athletes with intellectual disabilities through year-round, Olympic-type sports. Surpassing their original \$25,000 target, the police department logged its largest donation ever, making them one of the top five fundraisers for the Special Olympics among law enforcement agencies in Georgia.

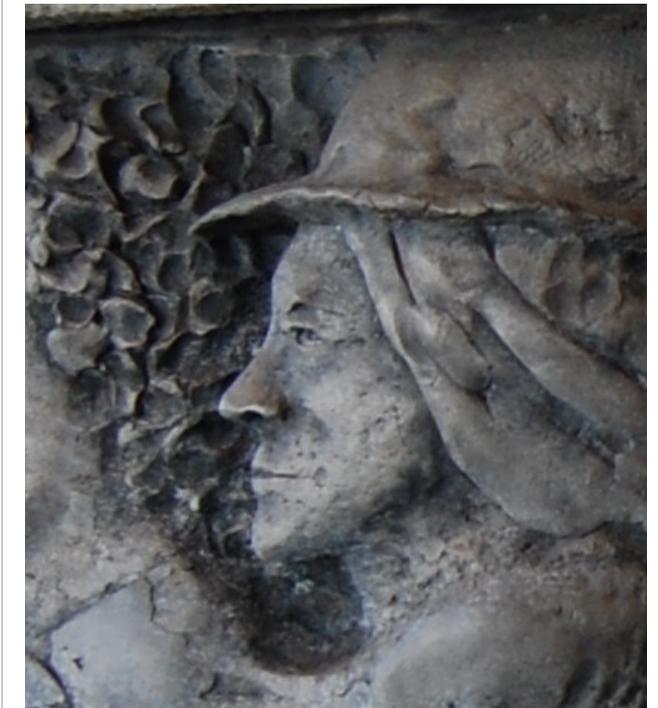
MARTA also worked to encourage its customers to make their voices heard at the ballot box by inviting non-partisan civic groups to hold voter registration drives at busy rail stations which helped sign-up

hundreds who are now eligible to participate in the democratic process.

For those trying to get back on their feet, MARTA continues to sponsor the Transportation Assistance and Employment Program for the Homeless in partnership with the Georgia Law Center for the Homeless and the Atlanta Center for Self Sufficiency. Working through 47 community organizations, MARTA provides half-fare passes for eligible candidates who are actively looking for a job or commuting to work, attending school, going to medical appointments or dropping off their children at day care.

### FEBRUARY 2013

Saturday, February 2	Groundhog Day
Sunday, February 10	Chinese New Year
Wednesday, February 13	Ash Wednesday
Thursday, February 14	Valentine's Day
Monday, February 18	President's Day



# March 2013

Civic Center Station

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## FOCUSING ON SAFETY AND SECURITY

The top priority for MARTA is ensuring that our customers, employees and the general public are always as safe and secure as possible. This commitment to the welfare of all stakeholders requires a rigorous combination of constant vigilance, smartly deployed technology and ongoing training that may go unnoticed, but which are critical to MARTA's successful operations.

As in the past, the MARTA Police Department continued to work diligently this year to prevent criminal and terrorist activities using an array of conventional and innovative law enforcement tools.

In addition to uniformed and plainclothes patrols on MARTA buses and trains, the department conducts random surge-sweeps

at MARTA rail stations that are dubbed "Operation THOR", an acronym for Target Hardening Operational Response. During these exercises, officers pose an overwhelming presence as they swarm onto MARTA property while employing explosive detection canines, random passenger bag inspections and other techniques to identify and deter security threats.

The department also stages an annual, full-scale emergency response exercise that draws a host of law enforcement partners and first-responders at the local, state and federal levels to participate in scenarios that test their collective preparedness and ability to coordinate their efforts in real-time.

Recognizing that customers and employees also play an important part in keeping the transit system secure, MARTA's "See Something, Say Something" campaign encourages anyone who notices suspicious objects, persons or activities to report them immediately to authorities, in person, or by using a cellphone.

In order to augment MARTA's existing security programs, the MARTA Board of Directors this year authorized the agency to move forward with a \$17 million capital project to install video surveillance cameras on all buses, trains and Mobility vans by 2014.

### MARCH 2013

Saturday, March 2

Sunday, March 10

Sunday, March 17

Wednesday, March 20

Sunday, March 31

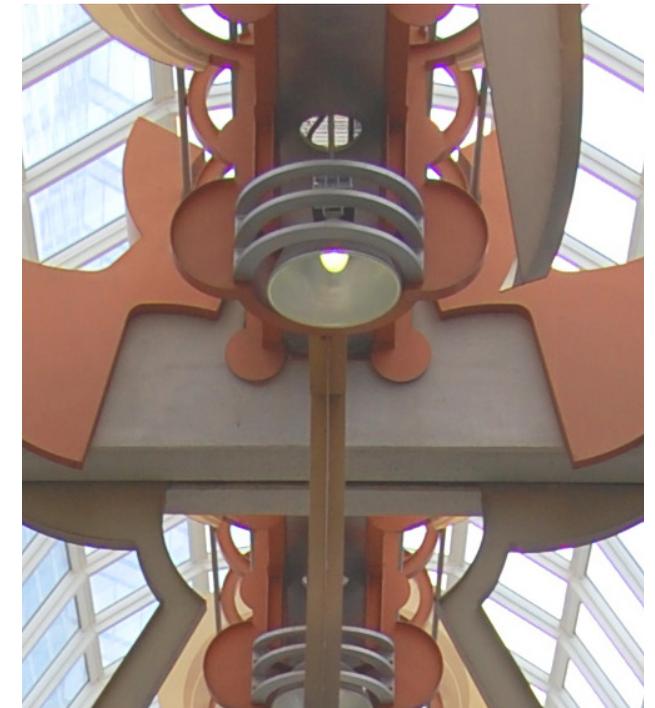
Read Across America Day

Daylight Saving Time Begins

St. Patrick's Day

First Day of Spring

Easter





# April 2013

Five Points Station

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## PRESERVING THE ENVIRONMENT

MARTA plays an active role in human, social and environmental sustainability; ideals which are central to our business model. MARTA's sustainability programs touch all aspects of the organization including its fleet of compressed natural gas (CNG) buses, automated hand dryers in all facilities, high-efficiency light-emitting diode (LED) lighting, trash and water recycling and a solar project which stands as our most ambitious "green" effort to date.

MARTA was a pioneer in initiating research and development for the first set of specifications for CNG buses for the transit industry nationwide. MARTA's fleet positively impacts the region's air quality by saving roughly seven million gallons of equiva-

lent petroleum each year, helping mitigate greenhouse gas emissions.

By implementing hand dryers in all facility restrooms, MARTA is helping to reduce landfill waste and cut harmful carbon dioxide emissions. MARTA has also committed to integrating Leadership in Energy and Environmental Design (LEED) standards into new and retrofit projects, including the ongoing construction of the Buckhead Pedestrian Bridge.

Through MARTA's "Green Light" recycling program, the Authority saves seven tons of waste monthly. Using carbon filters, MARTA is able to reclaim about 90 percent of the water used to wash buses and trains, which helps prevent groundwater deple-

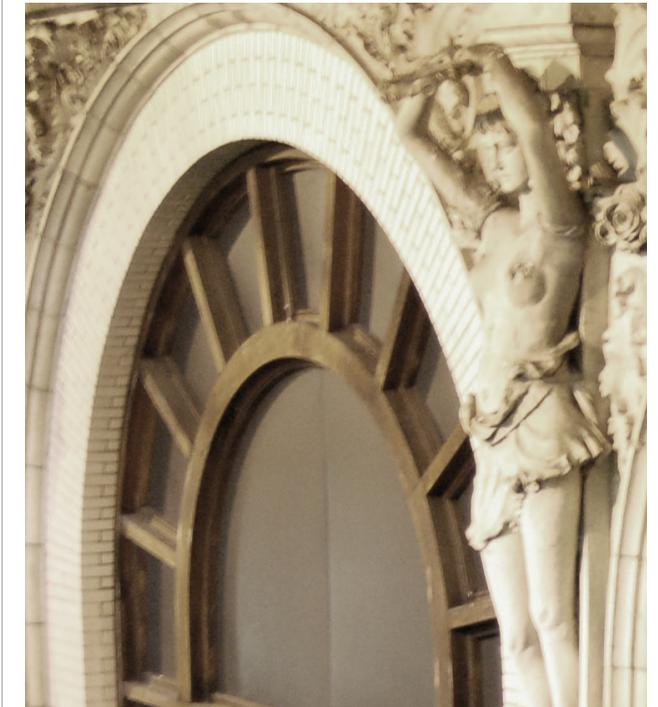
tion, soil erosion and urban flooding.

Finally, MARTA this year completed construction of the largest solar canopy installation in Georgia at the Laredo Bus Garage, which is the second largest structure of its kind at a U.S. transit system. This federally funded project is equipped with LED fixtures that use less energy and last much longer than conventional lighting, offsetting the facility's overall energy costs.

MARTA employees marked the 42nd Anniversary of Earth Day with our own "42 Acts of Green" to highlight the agency's ongoing environmental efforts, and also participated in Earth Day festivities that drew more than 4,000 people.

### APRIL 2013

Monday, April 1	April Fool's Day
Monday, April 22	Earth Day
Wednesday, April 24	Administrative Professionals' Day



# May 2013

Chamblee Station



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## ADVANCING REGIONAL TRANSPORTATION

Despite a prolonged recession that severely hampered economic progress, metropolitan Atlanta now appears primed to attract new businesses, residents and visitors. That's why MARTA is deeply involved in planning for a more robust, regional transportation network that will be essential to staying competitive and accommodating new growth that's expected in the future.

For example, the 20-county metropolitan area is estimated to gain about 2.8 million residents by 2040, bringing the region's total population to about 8.3 million. Such growth could place additional strain on our already overburdened streets and highways, and possibly increase demand for transit services, such as MARTA's.

Although no new funding sources have been identified, MARTA planners are engaged in exhaustive studies required to keep major regional transit projects moving forward and eligible for federal dollars, should they become available. Two of the most-anticipated projects are the I-20 Corridor, which would connect central Atlanta with the Mall at Stonecrest in southeastern DeKalb County; and the Clifton Corridor, which would link the Lindbergh Center area in Atlanta with Emory University, the Centers for Disease Control and Prevention and the Veterans Administration Hospital in Decatur.

In addition, MARTA this year proudly joined with the City of Atlanta, Central Atlanta Progress and U.S. Transportation Secretary Ray LaHood in a ground-breaking ceremony for

the Atlanta Streetcar. This 2.6 mile transit loop will connect downtown tourist attractions to the popular Martin Luther King Jr. Historic District with a stop at MARTA's Peachtree Center Station.

Another potentially transformational project for the city, state and region is the Georgia Multi-Modal Passenger Terminal (MMPT). The project would provide a convenient transit hub in the heart of the city for transportation partners and their patrons including MARTA, the Georgia Regional Transportation Authority, Gwinnett County Transit, Cobb Community Transit, Megabus, Greyhound intercity bus and planned intercity and commuter rail service.

### MAY 2013

Wednesday, May 1  
Sunday, May, 5  
Sunday, May 12  
Saturday, May 18  
Monday, May 27

May Day  
Cinco De Mayo  
Mothers Day  
Armed Forces Day  
Memorial Day



# June 2013

Kensington Station



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## MOVING MILLIONS OF PASSENGERS

Since 1979 when MARTA first launched a combined transit system offering bus and rail service, one of the most frequently asked questions from the public is: *"How many passengers actually ride?"*

The simplest answer is, "a lot." But it's more complicated than that.

At MARTA and elsewhere, transit patronage can rise or fall based on a number of external factors, such as the state of the economy and local gas prices. Ridership can also be driven by internal factors, such as the relative quality and accessibility of the service.

It's not always easy to quantify how those variables impact ridership. But to help put the numbers into perspective, here are

some relevant facts about MARTA's performance during FY 2012:

- MARTA averaged about 430,000 week-day unlinked passenger trips, a federally mandated standard that counts each time a customer boards a transit vehicle en route to a destination. On Saturdays, 267,000 and on Sundays, 194,000 unlinked trips are typically made.
- On any given weekday, about 123,400 persons took MARTA, which means our daily ridership roughly equaled the total population of Columbia County in east-central Georgia, which has about 124,000 residents.
- Most MARTA customers, about 74 percent of them, take a bus and a train to get where they're going. About 23 per-

cent of MARTA customers only took the train compared to about 2.4 percent who only rode the bus.

- About 56 percent of MARTA customers used the system to commute to work during the week and on weekends. Another 9 percent of MARTA customers used it to get to get to school and about 3 percent rode MARTA for transportation to medical appointments. Throughout the week, 31 percent of MARTA customers used the service for other purposes, such as going to a sporting or entertainment event.

All told, MARTA logged 134,889,690 unlinked passenger trips this year. That is a lot.

### JUNE 2013

Friday, June 14  
Sunday, June 16  
Friday, June 21

Flag Day  
Father's Day  
First Day of Summer



# July 2013

Medical Center Station



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## LEADING THE TRANSIT INDUSTRY

In July, MARTA had the privilege of hosting the 2012 annual Transit Board Members Seminar for the American Public Transportation Association (APTA), the preeminent trade and advocacy association for the transit industry in North America.

Board members and support staff representing transit systems from around the country attended the four-day conference that centered on professional development, policy and governance issues. The conference featured educational sessions on a wide range of subjects including fiduciary responsibility, succession planning, working effectively with transit CEOs, legislative advocacy, building community partnerships and the importance of public transparency and openness.

Attendees were also treated to a rousing keynote address on the significance of well-run transit to the vitality of our nation delivered by Atlanta Mayor Kasim Reed. There were also presentations from industry stalwarts such as APTA President and CEO Michael Melaniphy, MARTA GM/CEO, Dr. Beverly A. Scott and MARTA Board Chair, Frederick L. Daniels, Jr. who also serves as the chairman of APTA's Transit Board Members Committee.

The conference was convened just days after the U.S. Congress passed MAP-21, the long-awaited federal transportation funding bill that was delayed for almost three years, and just a week before the voters in metro Atlanta were set to decide on approving roughly \$8 billion worth of trans-

portation and transit investments over the next decade.

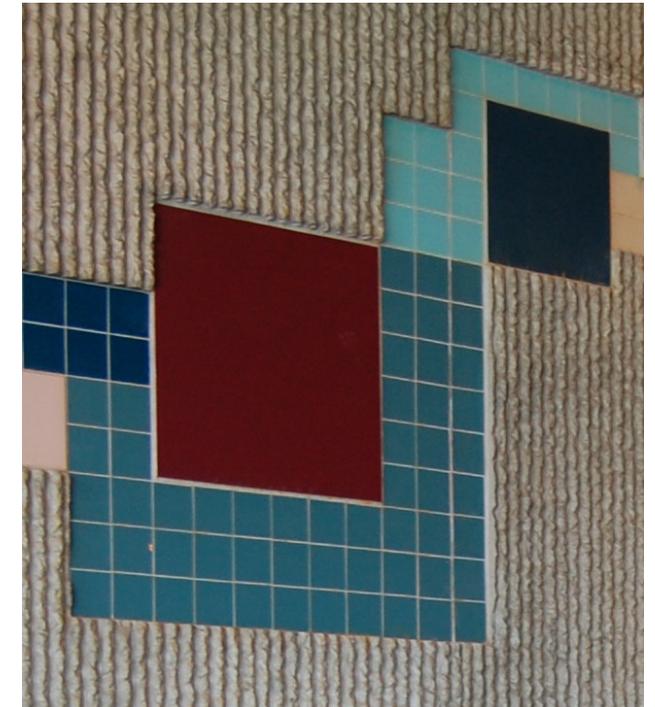
Ultimately, the regional transportation referendum did not pass. Nonetheless, the APTA conference was successful in providing transit board members from diverse backgrounds the opportunity to improve their skills, exchange information and expand the human capital and technical expertise they will need to help their transit systems flourish in the future.

In 2017, MARTA will again extend its legacy of transit leadership when it hosts APTA's Annual Meeting and Expo, which stands as the world's largest, and most prestigious showcase for public transportation.

**JULY 2013**

Thursday, July 4  
Sunday, July 28

Independence Day/ Fourth of July  
Parents Day



# August 2013

Buckhead Station



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## PATRONIZING THE ARTS

No matter how you look at it, you just can't spell MARTA without A-R-T. Since its inception, the transit system has always had a strong connection to the artistic and creative life of the community it serves – and still does.

It's no accident that MARTA's Arts Center Station in Midtown provides a direct rail link to an area considered by many to be Atlanta's artistic and cultural epicenter. Hopping off the train at Arts Center puts customers just blocks away from such iconic venues as The High Museum of Art, the Woodruff Arts Center, the Museum of Design Atlanta, the Savannah College of Art and Design, The Center for Puppetry Arts, Center Stage, the 14th Street Playhouse, the Alliance Theater and the Atlanta Symphony Orchestra.

In many ways, MARTA's rail stations are themselves individual works of art. Built with federal funding at a time when new transit systems were required to devote a portion of their budgets to public artwork, each MARTA station features distinctive aesthetic touches that inspire the imagination and capture the soul of the communities where they are located.

For patrons of the arts, MARTA also offers convenient trip access to a host of cultural activities that draw hundreds of thousands of visitors annually such as the National Black Arts Festival, Music Midtown, the Dogwood Arts Festival, the Atlanta Arts Festival, the Decatur Arts Festival and the Sandy Springs Festival.

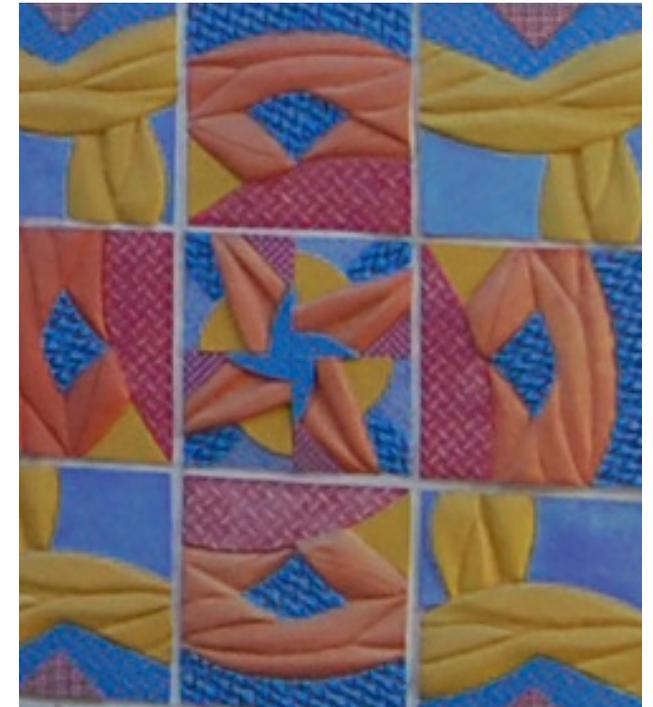
Historically, MARTA has also been a dedicated patron of the region's thriving artistic environment, and this year was no different. MARTA hosted the gloATL dance troupe at Lindbergh Center Station as part of its Liquid Culture: a utopia station series. The free event entertained customers and passers-by with a unique and engaging performance that combined choreography with a public art installation.

MARTA also served as a proud sponsor of "The Dream Contest: Visions of the Civil Rights Movement and America Today," for elementary, middle and high school students to foster an appreciation for the relevance of history and demonstrate the vital importance of arts in education and daily life.

AUGUST 2013

Sunday, August 4

Friendship Day



# September 2013

East Point Station



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## BOOSTING THE ECONOMY

If you thought MARTA was “just” a transit system, think again.

Like other major infrastructure assets, such as Hartsfield-Jackson International Airport, the Georgia Dome or the Georgia World Congress Center, MARTA provides economic benefits that reach every corner of the state.

The results of a study undertaken this year by the University of Georgia's Carl Vinson Institute estimated that MARTA is responsible for about \$2.6 billion in economic activity every year and supports roughly 24,000 jobs in the metro Atlanta region that it serves, and across Georgia. The study analyzed MARTA's direct and indirect effects on the economy from 2007 to 2011 based on its operating and capital budgets. The

researchers used proven economic models that incorporated demographic and industry data from federal agencies including the Bureau of Labor Statistics, the Census Bureau and the Department of Commerce.

Researchers determined that MARTA's presence boosts economic efficiency because, “...employers are more likely to find workers who meet their needs and workers are able to commute to jobs that pay a market rate for their skills.”

The study, which updated similar research conducted by the Vinson Institute in 2007, also found that:

- MARTA's operating budget supports 4,500 direct employment jobs plus another 9,400 indirect or “induced” jobs

statewide, providing Georgians with more than \$700 million in personal income

- MARTA's capital budget supports 10,000 to 20,000 jobs in Georgia annually, providing between \$500,000 to \$1 billion in personal income
- Nearly 41,500 MARTA customers, who have no other means of transportation and rely exclusively on MARTA for commuting to work, support an additional 36,000 jobs
- Of Atlanta's 18 fastest-growing industry sectors (out of 54), 14 are among those whose workers rely heavily on MARTA for transportation to and from work. Those industries include retail trade, health care, professional/scientific technical services, wholesale trade, monetary and credit services.

### SEPTEMBER 2013

Monday, September 2

Sunday, September 8

Wednesday, September 11

Saturday, September 21

Sunday, September 22

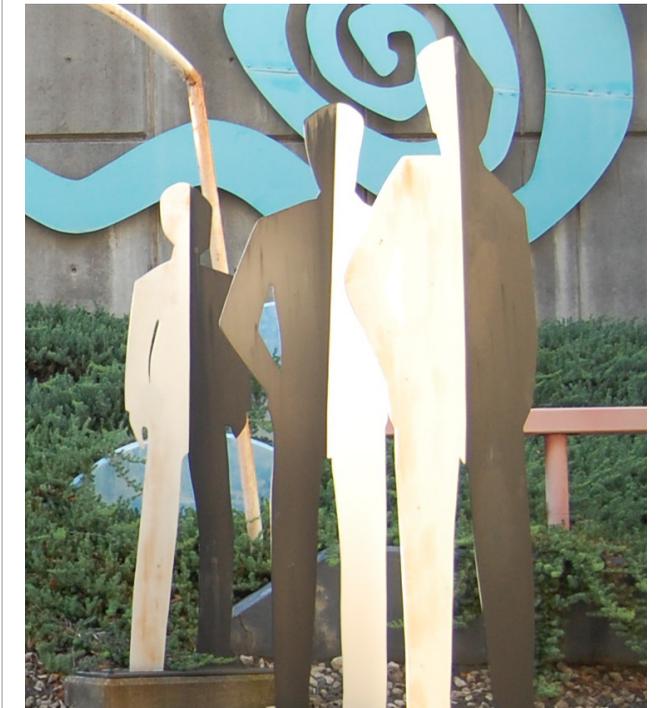
Labor Day

Grandparents Day

Patriots Day

International Day of Peace

First Day of Autumn



# October 2013

Indian Creek Station



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## MAKING MOVIE MAGIC

From independent documentaries shot on a shoestring, to big-budget blockbusters with A-list movie stars, MARTA is constantly reminded that there's no business like show business. Drawn by good weather and an abundance of great local talent, the entertainment industry is transforming metro Atlanta into "the Hollywood of the South," and MARTA has become a popular backdrop for all types of productions.

Location scouts are constantly contacting MARTA about using our infrastructure or personnel. Once approved, these deals typically generate modest revenue for the Authority and help expose MARTA to a national audience.

During this fiscal year, the transit system

played an on-camera role in several commercial film projects featuring MARTA's buses, trains, rail stations – and a few employees and customers – who were ready for their close-ups when the director yelled, "Action!"

The most notable productions in MARTA's lengthening list of film credits shot this year include:

**"Parental Guidance"** – Starring Billy Crystal and Bette Midler, this comedy is about a pair of haplessly overprotective grandparents who agree to look after their grandchildren, whose 21st century attitudes clash with their grandparents' old-school methods.

**"Coma"** – This TV mini-series starring Lauren Ambrose, Geena Davis, and James

Woods is about a young medical student who discovers sinister motives when seemingly healthy patients undergoing routine surgical procedures mysteriously wind up in comas.

**"Cooking Channel"** – In a cross-country quest to find the best sandwiches in America, the popular food network traveled to Atlanta and rode MARTA from Hartsfield-Jackson International Airport en route to a pimento cheese delicacy served up at an eatery near the Inman Park/Reynoldstown rail station.

MARTA was also featured in commercials for Dunkin' Donuts and Adidas sportswear as well as an instructional video for Mobility customers produced by the Centers for Disease Control and Prevention in Atlanta.

### OCTOBER 2013

Monday, October 14

Columbus Day

Wednesday, October 16

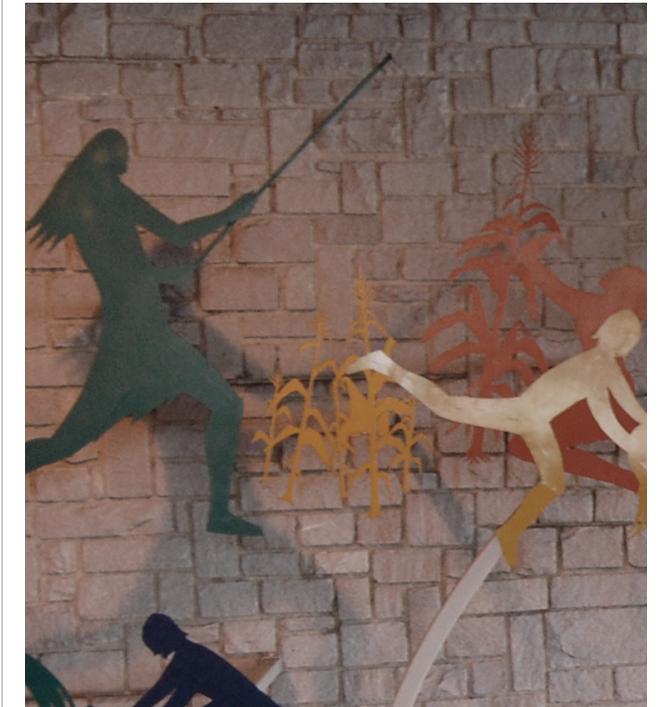
National Boss Day

Thursday, October 24

United Nations Day

Thursday, October 31

Halloween



# November 2013

Midtown Station



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## SERVING WITH PRIDE

The words, "serving with pride" are more than just a motto for MARTA's hard-working employees. They are a way of life.

Their willingness to go the extra mile for our customers may not show up on the TV news and their selfless dedication rarely makes the headlines.

But every single day, unsung MARTA employees quietly display their personal commitment to service through countless acts of kindness – and even feats of genuine heroism. Here are just a few examples of MARTA employees who this year demonstrated what "serving with pride" really means:

- Bus Operator **Edwin Washington** was driving his route when a passenger yelled out in panic that her baby had stopped breathing. Washington parked the bus, and successfully performed CPR on the unconscious infant, saving her life. The child was later transported to the hospital, conscious and alert.
- MARTA rail passenger Russell Logan didn't realize he had left his wallet behind, containing cash and credit cards. After reporting his lost property to MARTA police, two officers scoured the train and recovered his wallet, with the contents intact. "I was lucky enough to be helped by two good and decent professionals," Logan later wrote. "I wish I could remember their names so I could thank them

again personally." Logan was referring to Officers **Floramae Patry** and **Marcus Harden**, a pair of MARTA's finest.

- As a visually impaired customer struggled to cross a busy intersection, Bus Operator **Douglas Phillips** took matters into his own hands. Phillips got out, stopped traffic and helped her aboard. Witnessing the scene was MARTA Board Chairman Frederick L. Daniels, Jr. who happened to be in a passing minivan with others headed to a football game. "Everyone was impressed at the care that driver took to make sure the rider was safe," Daniels said.

That's Service. That's Pride. That's MARTA.

### NOVEMBER 2013

Friday, November 1

All Saints' Day

Sunday, November 3

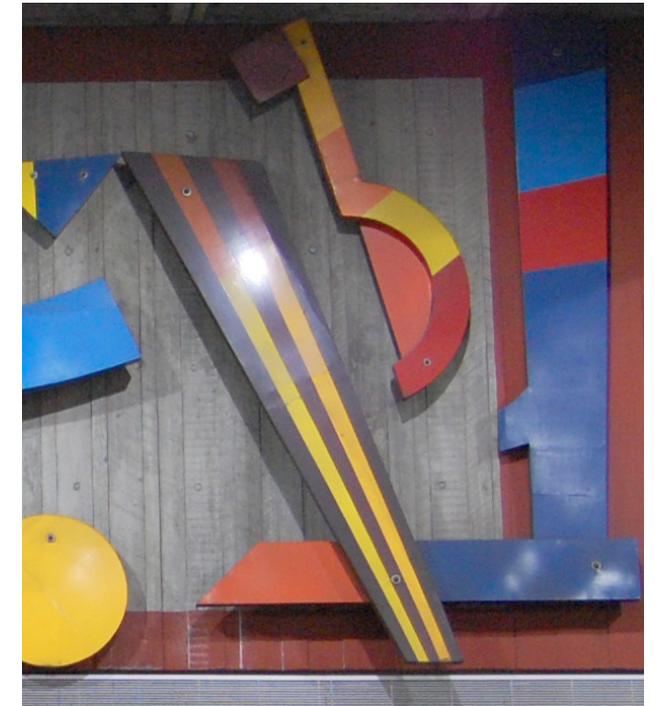
Daylight Saving Time Ends

Monday, November 11

Veteran's Day

Thursday, November 28

Thanksgiving



# December 2013

Doraville Station



S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

## SHAPING PUBLIC POLICY

In addition to running the nation's 9th largest transit system in metro Atlanta, members of MARTA's executive leadership team also worked closely with federal officials and agencies to develop programs and policies that ultimately benefit all Americans.

For example, Dr. Beverly A. Scott, MARTA's GM/CEO was tapped by the Obama administration to serve on the National Infrastructure Advisory Council (NIAC). As the Council's Vice-Chair, Dr. Scott and other NIAC members from private industry, academia, state and local government advise the Secretary of Homeland Security on fortifying critical infrastructure sectors, transportation networks and information systems.

Based on their extensive and impressive experience in their respective fields, Richard Krisak, Assistant General Manager for Rail, and Georgetta Gregory, Assistant General Manager for Safety, were both chosen by the U.S. Secretary of Transportation for the Transit Rail Advisory Committee for Safety (TRACS), which assists the Federal Transit Administration (FTA) in establishing national safety standards for rail transit nationwide. Krisak and Gregory have the distinction of being the only two members of the committee selected from the same transit agency.

MARTA Police Chief Wanda Dunham was acknowledged for her law enforcement expertise and this year was asked to testify on Capitol Hill before the Subcommittee on Transportation Security, of the U.S. House

of Representatives about reauthorization of the Transportation Security Administration (TSA). Chief Dunham was joined by transportation professionals from the freight rail, pipeline and trucking industries to detail their experiences and offer recommendations on surface transportation security. Chief Dunham's testimony will provide the Committee with crucial information on current successes and future needs as the U.S. Congress prepares to consider reauthorization of the Homeland Security program.

### DECEMBER 2013

Tuesday, December 17

Saturday, December 21

Wednesday, December 25

Tuesday, December 31

Wright Brothers Day

First Day Winter

Christmas

New Years Eve



# FINANCIAL HIGHLIGHTS AND POPULAR ANNUAL FINANCIAL REPORTING AWARD

This Annual Report contains summarized financial information taken from MARTA's Comprehensive Annual Financial Report (CAFR), which is published separately. The CAFR includes detailed financial information including MARTA's audited financial statements. Copies of the CAFR and Popular Annual Report are available at MARTA's headquarters building, the public libraries of DeKalb County, Fulton County, and the City of Atlanta, and on the internet @ [www.itsmarta.com](http://www.itsmarta.com).

In order to measure the costs of providing mass transportation services, the revenues from those services and required subsidies, MARTA has adopted accounting principles and methods appropriate for a governmental enterprise fund. Enterprise funds are used to account for specific operating activities. Enterprise funds are financed and operated similar to a private business entity where a fee is lev-

ied for the use of the product or service. MARTA's financial statements are reported using the economic resources measurement focus and the accrual basis of accounting under which revenues are recognized when earned and measurable and expenses are recognized when incurred. The statements are presented in conformity with accounting principles generally accepted in the United States of America.

The Government Finance Officers Association of the United States and Canada (GFOA) has given MARTA the Award for Outstanding Achievement in Popular Annual Financial Reporting for its Popular Annual Financial Report for the fiscal year ended June 30, 2011. The Award for Outstanding Achievement in Popular Annual Financial Reporting is a prestigious national award recognizing conformance with the highest standards for preparation of state

and local government popular reports. In order to receive an Award for Outstanding Achievement in Popular Annual Financial Reporting, a government unit must publish a Popular Annual Financial Report, whose contents conform to program standards of creativity, presentation, understandability, and reader appeal.

An Award for Outstanding Achievement in Popular Annual Financial Reporting is valid for a period of one year only. MARTA has received a Popular Award for the last fourteen consecutive years (fiscal years ended June 30, 1998 through 2011). We believe our current report continues to conform to the Popular Annual Financial Reporting requirements, and we are

## **Award for Outstanding Achievement in Popular Annual Financial Reporting**

**PRESENTED TO**

### **Metropolitan Atlanta Rapid Transit Authority, Georgia**

**for the Fiscal Year Ended**

**June 30, 2011**



*Christopher P. Morill*  
President

*Jeffrey L. Esser*  
Executive Director

# FARE STRUCTURE

FOR THE FISCAL YEAR ENDED JUNE 30, 2012

## REGULAR FARE

<b>Single Trip</b> (stored on Breeze Card or Breeze Ticket).....	\$	<b>2.50</b>
<b>Round Trip</b> (including transfers, stored on Breeze Card or Breeze Ticket).....	\$	<b>5.00</b>
<b>Children's Fare</b> (children 46" and under, maximum two per paying adult).....	<b>FREE</b>	
<b>Ten (10) Single Trips</b> (10 trips on Breeze Card or Breeze Ticket).....	\$	<b>25.00</b>
<b>Twenty (20) Single Trips</b> (20 trips stored on one Breeze Card or Breeze Ticket).....	\$	<b>42.50</b>
<b>30 Day Pass</b> (unlimited travel for 30 consecutive days, all regular service).....	\$	<b>95.00</b>
<b>Day Passes</b> (unlimited consecutive day travel on all regular service) .....		
<b>1 Day</b> .....	\$	<b>9.00</b>
<b>2 Day</b> .....	\$	<b>14.00</b>
<b>3 Day</b> .....	\$	<b>16.00</b>
<b>4 Day</b> .....	\$	<b>19.00</b>
<b>7 Day</b> .....	\$	<b>23.75</b>

## MARTA MOBILITY AND REDUCED FARE SERVICES

<b>Reduced Fare</b> .....	\$	<b>0.95</b>
(For pre-qualified customers 65 and older with disabilities or Medicare using regular service)		
<b>Mobility Service</b> .....	\$	<b>3.80</b>
(One-way, on-demand service for certified customers; personal care attendant may ride free, if required)		
<b>Discounted Mobility Service</b> (20 single trips) .....	\$	<b>64.60</b>
<b>Discounted Mobility Service</b> (unlimited travel for 30 days on Breeze Card) .....	\$	<b>122.00</b>

## Mobility Fixed Route ..... No Charge

(For certified customers riding fixed route; no charge with Mobility Breeze Card)

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

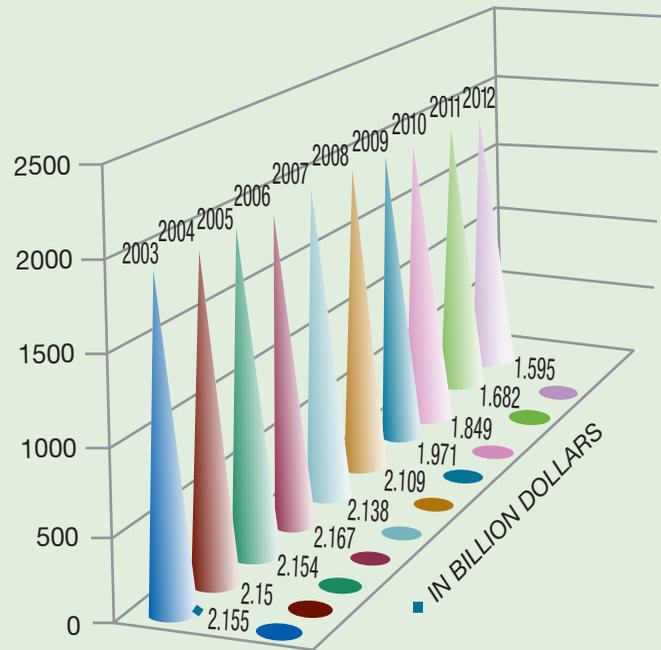
## Single Cash Fare History From Inception

The chart below gives a detail breakdown of MARTA's fare structure. This chart also shows the history of MARTA's single cash fare from inception. As noted in the chart, MARTA's one-trip pass fare is currently \$2.50. MARTA gives various discounts, including stored trips, unlimited daily, weekly and monthly passes and discounts to the elderly and disabled.



# NET ASSETS BY FISCAL YEAR

MARTA's assets exceeded liabilities by \$1.6 billion at June 30, 2012, an \$87.4 million decrease from June 30, 2011 when assets also exceeded liabilities by \$1.7 billion, and a \$167 million decrease from June 30, 2010. MARTA is able to report positive balances in all categories of net assets. The same situation held true for the prior fiscal years. More detailed information on the statement of net assets is contained in the Comprehensive Annual Financial Report.

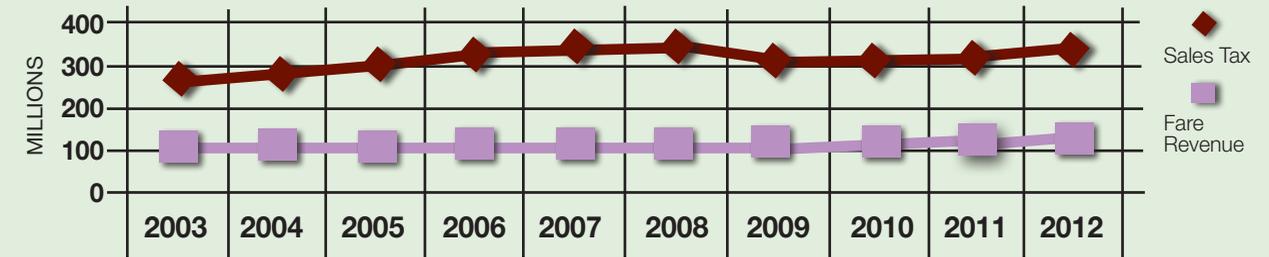


# PRIMARY REVENUE SOURCE TREND

This chart shows MARTA's two primary revenues trended over the past ten fiscal years. MARTA's two largest revenue sources are sales tax and fare revenue. The two combined make up 76% or \$474 million of total revenue. Sales Tax provides 21% of MARTA's total revenue and Fare Revenue provides 55% of the total.

MARTA's sales tax revenue comes from a 1% sales tax levied in the City of Atlanta and the Counties of Fulton and DeKalb. Under the law authorizing the levy of the sales and use tax, MARTA is restricted as to its use of the tax proceeds. Fare revenue is earned through user fees; as of June 30, 2012, the full fare fee is \$2.50, which was increased from \$2.00 in October 2011.

As indicated on the chart, sales tax revenue has trended upward for most of the past decade. There was a dip in 2003 when sales tax revenue saw a major decline directly after the September 11, 2001 tragedies. In 2007, Georgia and most of the country entered a major economic recession. The impact of this recession can easily be seen in the sales tax revenue numbers. However, fare revenue has remained relatively constant over the past decade.



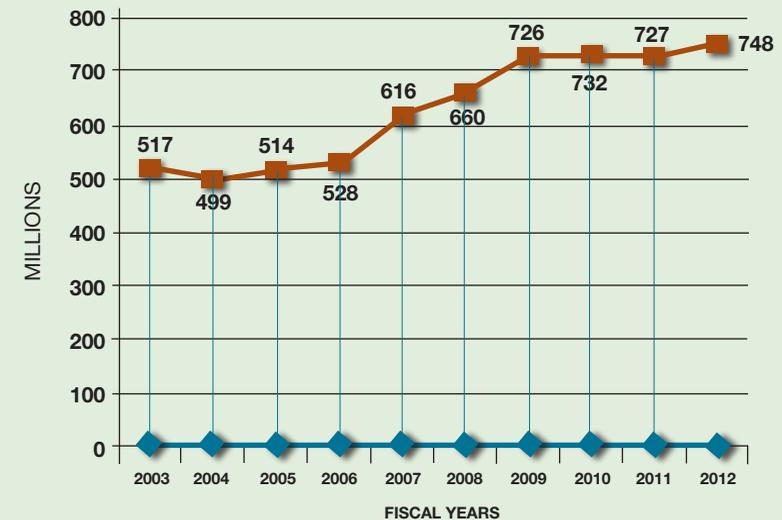
# GROWTH IN RIDERSHIP AND FARE REVENUE

This chart gives a simple comparison of MARTA's revenue in dollars and passenger count trended over the past 10 years. Both passenger count and fare revenue had a slight up and down movement from 2003 through 2008. Fare revenue, however, started to have a steady rise from 2009 to 2012 while passenger count continued to have a see-saw movement until 2012.



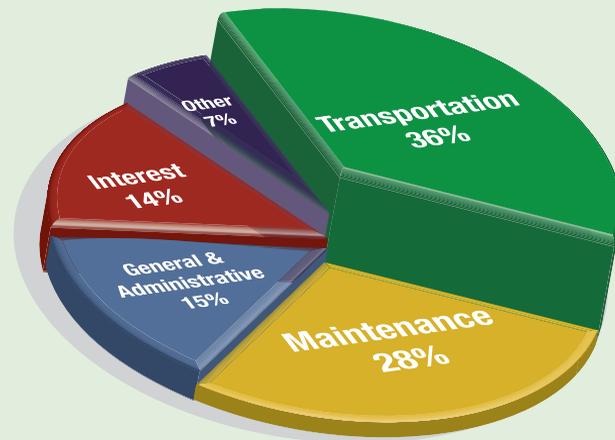
# TREND OF TOTAL EXPENSES

This chart shows total expenses trended over the past ten years. Total expenses include both operating and non-operating expenses. In 2007, total expenses started to increase gradually due to depreciation on a number of major capital programs that were placed in service. Over the last four years, cost containment measures have effectively flat-lined the growth in expenses. Even with the aggressive cost containment measures, the cost of fuel and health care continue to outpace the related cost savings and any revenue growth.



# TOTAL EXPENSES BY FUNCTION

This chart shows total expenses by function. A function is a type of activity that MARTA engages in, which subsequently results in an expense. This chart shows that providing transportation and the associated maintenance represent 64% or \$333 million of MARTA's total expenses by function. Transportation and related maintenance include such expenses as salaries and benefits for bus and train operators, electricity and fuel. Paying out interest, primarily on bonds, is 14% or \$70 million of the total expenses by function. MARTA finances most of its capital equipment and rail construction with bond funds; thus, interest expense is expected to represent a significant portion of total expenses. General and administrative expenses include, but are not limited to, salaries and benefits for administrative personnel, office materials and supplies and casualty reserves. These expenses account for 14% or \$79 million of total expenses by function, a decrease of \$1 million over FY 2011; this decrease is primarily due to elimination of the non-represented based merit increase and reduced non-labor expenses. Other expenses comprised 7% of total expenses which is 3% more than last fiscal year.



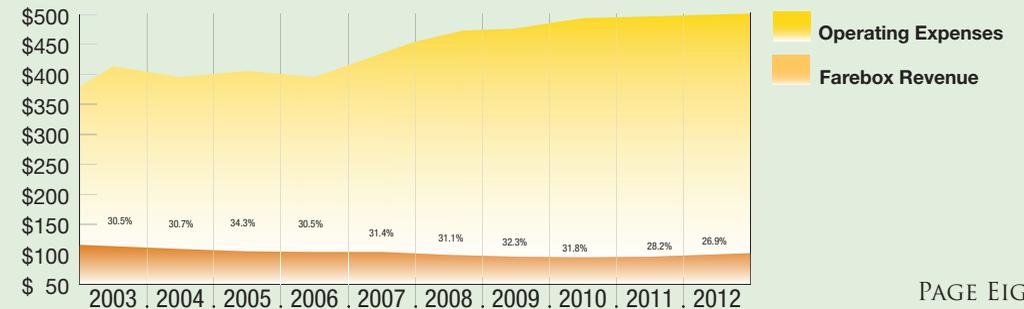
(Excluding Depreciation)

# FAREBOX RECOVERY PERCENTAGE

LAST TEN FISCAL YEARS (DOLLARS IN THOUSANDS)

This chart shows the percentage of MARTA's operating expenses that are paid by the revenue obtained from the passenger fare.

Fiscal Year	Farebox Revenue	Percent Change	Operating Expenses	Percent Change	Farebox Recovery
2003	96,059	(6.0)	314,789	5.6	30.5
2004	95,082	(1.0)	303,057	(3.7)	31.4
2005	96,244	1.2	309,382	2.1	31.1
2006	99,148	3.0	306,505	(0.9)	32.3
2007	104,678	5.6	328,958	7.3	31.8
2008	103,963	(0.7)	368,767	12.1	28.2
2009	105,235	1.2	390,923	6.0	26.9
2010	109,546	4.1	403,360	3.2	27.2
2011	115,828	5.7	410,462	1.8	28.2
2012	132,870	14.7	411,476	0.2	32.3



# RAIL MAP

## LEGEND

- █ **Red Line**  
Service from North Springs to Airport until 7:00PM
- ▬▬▬ **Red Line**  
After 7:00 PM from Lindbergh Center to North Springs only.
- █ **Gold Line**
- █ **Green Line**  
Service to Edgewood/Candler Park:  
weekdays 5am-9am & 3pm-7pm  
Service to King Memorial:  
weekdays 9am-3pm, Sat. - Sun. until 7pm
- ▬▬▬ **Green Line**  
After 7:00 PM service to Vine City only
- █ **Blue Line**
- Interstate Highways
- Stations with free daily parking
- Stations with long-term and free daily parking
- Restrooms
- Q:Express & Limited (Bus Rapid Transit)
- Lost & Found (Five Points Station)  
Inside Reduced Fare Office
- MARTA RideStore
  - Airport Station
  - Five Points Station  
Located at Peachtree St. entrance.
- Reduced Fare Program Locations:
  - Lindbergh Center Station  
Located in MARTA Headquarters Building.
  - Five Points Station  
Located at Forsyth St. entrance

## REGIONAL CONNECTIONS

### Cobb Community Transit (CCT)

[www.cobbcct.org](http://www.cobbcct.org)  
(770) 427-4444  
Stations served: Dunwoody, Arts Center, Midtown, North Avenue, Civic Center, Peachtree Center, Five Points, Hamilton E. Holmes

### Gwinnett County Transit (GCT)

[www.gctransit.com](http://www.gctransit.com)  
(770) 822-5010  
Stations served: Doraville, Arts Center, Midtown, North Avenue, Civic Center, Peachtree Center, Doraville, Lindbergh Center, Five Points

### GRTA Xpress (Xpress)

[www.xpressga.com](http://www.xpressga.com)  
(404) 463-4782  
Stations served: North Springs, Dunwoody, Arts Center, Midtown, North Ave, Civic Center, Peachtree Center, Five Points

**Zipcar** (a car sharing service)  
[www.zipcar.com](http://www.zipcar.com) 1-866-4ZIPCAR

### Amtrak

[www.amtrak.com](http://www.amtrak.com) (800) USA-RAIL  
Bus Route 110 Northbound from Arts Center Station

### Greyhound Bus Lines/Southeastern Stages

[www.greyhound.com](http://www.greyhound.com) (800) 231-2222  
Next to Garnett Station

### Hartsfield-Jackson Atlanta International Airport

[www.atlanta-airport.com](http://www.atlanta-airport.com) (800) 897-1910



**marta** | METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY  
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