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Barbara Babbit Kaufman

EX-OFFICIO

Russell McMurry, PE
Christophie Tomlinson
On behalf of the MARTA Board of Directors, I am pleased to report that Fiscal Year 2015 was an exceptional one for the Authority during which we experienced increased ridership, rising revenues and introduced new technology to deliver better service to customers. These accomplishments were the result of a team-oriented approach that involved customers, employees and many other stakeholders, which made my job as MARTA’s GM/CEO especially rewarding.

The icing on the cake for all of us this year was the much-anticipated addition of Clayton County to the MARTA family. After a successful and historic ballot referendum, MARTA buses began rolling in Clayton in March 2015, a seminal moment that marked the first expansion of our transit system in 40 years.

MARTA launched other major initiatives this year to make the transit system more efficient and cost-effective while also finding ways to upgrade customer amenities and reward our employees. For example, our represented and non-represented workforce received pay raises, we launched a merit-based performance management program and created new opportunities for professional training and career building.

For our customers, MARTA’s Q-Bus (Quality Care) Program aimed to improve overall bus fleet reliability; we opened additional rail station restrooms and invested in security measures— including on-board bus and Mobility surveillance cameras and other technology—that will make our vehicles and stations even safer.

Fiscally, MARTA continued to improve its financial position with the realization of its five-year, Fiscal Sustainability Plan (FSP). Higher revenues and constrained expenditures allowed the Authority to manage its operations without any reliance on reserves for the last three consecutive years, which hadn’t happened at MARTA since the 1996 Summer Olympics in Atlanta. Overall, MARTA weathered and overcame several economic challenges in recent years, and we are encouraged by our fiscal outlook.

MARTA remains committed to the precept of “Routine Excellence,” as the way we do business to ensure efficient, safe and reliable service that makes the most of taxpayers’ dollars. As Authority endeavors to continue improving the quality of its transit service in the next fiscal year, and beyond. Thank you.

Sincerely,

Keith T. Parker, GM/CEO

MARTA’s Vision

MARTA is an integral part of the community, the economy, and the transportation system in the region, providing a meaningful mobility choice and an attractive alternative to the automobile for all residents and visitors to the area.

MARTA is a safe, secure, and reliable public transportation system, with emphasis upon customer service and cost effectiveness.

It is a system with a positive image that the community understands, respects, and supports.
Everyone knows what MARTA does for metro Atlanta as the top provider of quality transit services.

But what, exactly, does MARTA mean to metro Atlanta? Just remember the acronym S-E-A-T, which stands for:

- **Service** to customers and our community at-large.
- **Economic** and job opportunities.
- **Art** and cultural projects that enhance the transit experience.
- **Technology** that is forward-looking and customer friendly.

These core principles are embedded in MARTA’s transformational business model and are an expression of our strategic vision for future growth and expansion. In Fiscal Year 2015, MARTA put those principles into practice with the support of employees, customers and our public and private sector partners who share a common goal: Making our transit system better every day.

At the heart of MARTA’s mission is providing safe, affordable and convenient bus, heavy rail and Mobility (paratransit) transportation to our customers, and we averaged about 433,000 such trips each weekday. On the service front, however, this year will be best remembered for the overwhelming vote by Clayton County residents to join the MARTA system – the first-ever jurisdictional expansion since the agency’s inception. A celebratory motorcade, community event and ribbon-cutting marked the launch of Clayton bus service in March.

MARTA also continued to be a positive force that boosted the region and Georgia’s bottom line. While generating about $2.6 billion in annual economic activity statewide, the agency also advanced a series of transit-oriented development projects, helped attract major corporate relocations, hosted job fairs and provided a venue for local farmers to sell their fresh produce at one of our rail stations.

Iconic institutions often reflect the profound artistic expression and cultural aspirations of their communities – and MARTA is no exception. The rise of metro Atlanta’s “creative class” has contributed to a renaissance of MARTA’s longstanding commitment to make the transit system more inviting and engaging. From collaborations with a growing variety of local arts organizations to a number of big-budget Hollywood productions filmed on MARTA property, the transit system played a larger role in the artistic and cultural spotlight.

Finally, MARTA continued to build on its legacy as a technology innovator. As the first transit system in the nation to fully implement a smart-card fare system, the Authority moved forward this year with IT solutions that improved internal operations behind the scenes and provided direct benefits to customers. Improvements included upgrades to the “On the Go” smartphone app, the ongoing restoration of digital information signs in rail stations and the fortification of MARTA’s defenses against the ever-present threat of cyber-attacks.

In the pages that follow, we invite you to read more detailed information about SEAT and a host of major MARTA accomplishments from Fiscal Year 2015.

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**MARTA By The Numbers**

MARTA prides itself on moving people safely, efficiently, and dependably. Here are some of the numbers behind MARTA’s success:

### MARTA Service Area
- 4,2 Million Annual transit trips generated in 2015.
- 33% of riders are working and spend their time commuting.
- 41% of riders are visiting destinations of choice.
- 73% of riders are using public transportation.

### Fiscal Year 2015 Ridership Survey
- 41,500 (Approx.) workers use MARTA to get to work per weekday on MARTA.
- 12,000 of Atlanta’s fastest growing industry sectors have employees who commute to work on MARTA.

### Financial Impact
- $2.6 billion in annual economic activity statewide.
- 34% of riders use MARTA for convenience.
- 60% of riders use MARTA to commute to work or school.
- 8,376 Square miles Atlanta metro size
- 198 Mobility Vehicles
- 565 Buses
- 318 Trains

### Regional Demographics
- MARTA service area: 4.2 Million
- Atlanta metro: 8,376 Square miles
- Atlanta metro: 4.2 Million
- Atlanta: 1,612,900 Population served
- 42% of Atlanta’s regional population

### MARTA Success Impact Report
- By 2015, MARTA was an $8.2 billion economic engine, supporting 251,000 jobs.
- 34% of riders use MARTA for convenience.
- 60% of riders use MARTA to commute to work or school.
- 14 of 18 Atlanta’s fastest growing industry sectors have employees who commute to work on MARTA.
- 2,750 Bus passenger parking capacity
- 79.6% Average on-time bus performance
- 741 Shelters & Benches
- 3,941 Bus & rail stops
- 741 Bus & rail stops

### More on MARTA
- 498 Square miles MARTA service area
- 498 Square miles MARTA service area
- 6,941 Bus & rail stops
- 6,941 Bus & rail stops
- 498 Square miles MARTA service area
- 498 Square miles MARTA service area

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**Sources:**
- MARTA Daily
- Comprehensive Annual Financial Report 2015
- Carl Vinson Institute of Government
- 2012 MARTA Economic Impact Report
- MARTA 2011 Ridership Survey
- MARTA 2015

*Excludes para-transit/demand response
Living proof that MARTA aims to be the best transit system in the nation, these employees have exemplified the goal of “routine excellence” to which we aspire. We congratulate them for their service and their leadership.

Ravi Sharma  
Manager of Roofing Program  
Architecture and Design  
MARTA Headquarters

Natalie Johnson  
Police Officer, Community Affairs  
MARTA Police Department  
Annex Building  
Police Headquarters

Rena Tye  
Serviceperson 3  
Contracts & Procurement  
MARTA Headquarters

Vincent Smith  
Serviceperson 2  
Contracts & Procurement  
MARTA Headquarters

Kenneth R. Johnson  
Supervisor  
Print Shop, CPMAS  
MARTA Headquarters

Ravi Sharma  
Manager of Roofing Program  
Architecture and Design  
MARTA Headquarters

Kenneth Middlebrooks  
General Superintendent  
Dept. of Bus Operation/ Bus Maintenance  
Laredo Bus Facility

Juriel Munroe  
Administrative Assistant  
Bus Maintenance  
Browns Mill
History in the making as MARTA buses roll for the first time in Clayton County during an early morning motorcade celebrating the overwhelming vote by residents to join the transit system.
expanding...ECONOMY

History in the making as MARTA buses roll for the first time in Clayton County during an early morning motorcade celebrating the overwhelming vote by residents to join the transit system.
Music fills the air. This performance was part of MARTA’s Jazz in the Stations, an ongoing partnership with the annual Atlanta Jazz Festival.
MARTA piloted an artificial intelligence program that enables computers to detect unusual behavior that could represent a safety or security risk – such as the figure outlined on the left – that might otherwise be overlooked.
Financial Highlights

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 at www.itmsmarta.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 levied 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, 2014. 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 seventeen consecutive years (fiscal years ended June 30, 1998 through 2014). We believe our current report continues to conform to the Popular Annual Financial Reporting requirements, and we are submitting it to the GFOA.

Award For Outstanding Achievement

Government Finance Officers Association

Award for Outstanding Achievement in Popular Annual Financial Reporting

Presented to
Metropolitan Atlanta Rapid Transit Authority, Georgia

For its Annual Financial Report for the Fiscal Year Ended

June 30, 2014

Jeffrey R. Ervin
Executive Director/CEO
### Fare Structure

**For the Fiscal Year Ended June 30, 2015**

#### Regular Fare
- Single Trip (stored on Breeze Card) $2.50
- Round Trip (stored on Breeze Card or Breeze Ticket) $5.00
- Ten(10) Trips (10 trips on Breeze Card or Breeze Ticket) $25.00

#### Discounted Fare
- Twenty (20) single trips (20 trips stored on Breeze Card) $42.50
- 30 day pass (unlimited travel for 30 consecutive days, all regular service) $95.00
- 7 day pass (unlimited travel for 7 consecutive days, all regular service) $23.75
- Day passes (unlimited travel for consecutive days, all regular service). Price per day:
  - 1 day: $9.00
  - 2 day: $14.00
  - 3 day: $16.00
  - 4 day: $19.00

#### Mobility and Reduced Fare Programs
- Reduced Fare (for pre-qualified customers 65 and older and disabled customers using regular service) $1.00
- Mobility Service (Demand response for certified customers) $4.00
- Personal care attendant may ride free, if required
- Discounted Mobility Service (20 single trips) $68.00
- Discounted Mobility Service (unlimited travel for 30 days on Breeze Card) $128.00
- Mobility on Fixed Route (For Mobility certified customers riding fixed route with Mobility Breeze Card) No charge

#### Student Programs
- K-12 Program (Grade School and High School students K-12, Monday through Friday) $14.40
- Ten(10) trip pass (to/from school), all regular school
MARTA’s net position was $1.4 billion at June 30, 2015, a $16.8 million decrease from June 30, 2014, when net position was $1.42 billion and a $33.6 million decrease from June 30, 2013. MARTA reported positive balances in two categories of net position and one negative balance for unrestricted net position. MARTA reported positive situation on all categories of net position for prior years. More detailed information on the statement of net position is contained in the Comprehensive Annual Financial report.

Change in Ridership & 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 2006 through 2009. However, Fare Revenue, started to have a steady rise from 2011 to 2015 while Passenger Count continued to have a see-saw movement.

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. Cost containment measures effectively flat-lined the growth in expenses from 2009-2011, and gradually increased in 2012 and 2013. Even with the aggressive cost containment measures, the cost of fuel and health care continue to outpace the related cost savings and revenue growth.

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 80% or $524 million of total revenue. Sales Tax provides 58% of MARTA’s total revenue and Fare Revenue provides 22% 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, DeKalb and Clayton. 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, 2015, 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. In 2007, Georgia and most of the country entered into a major economic recession but slowly improved in the most recent 5 years. 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.
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 60% or $317 million of MARTA's total expenses by function. Transportation and related maintenance include such expenses as salaries and benefits of bus and train drivers, electricity and fuel. Paying out interest, primarily on bonds, is 16% or $85 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 16% or $82 million of total expenses by function, an decrease of $7 million over FY14; this is primarily due to growth in general and administrative expenses related to capital projects. Other expenses comprised 8% of total expenses which is 1% less than last fiscal year.

Farebox Recovery Percentage

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