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METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

TITLE VI PROGRAM PLAN

UPDATE 2025 - 2028



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I. INTRODUCTION AND TITLE VI PROGRAM OVERVIEW

Our Vision

People taking People where they want to go today and tomorrow.

Our Mission

To advocate for and provide safe, multimodal transit services that advance prosperity, connectivity, and equity for a more livable region.

Our Priorities

Every day, we will do our part at MARTA to operate a transit system that:

1. Consistently provides excellence in customer service
2. Delivers the capital program with speed and efficiency
3. Strengthens the MARTA brand
4. Demonstrates fiscal responsibility



Metropolitan Atlanta Rapid Transit Authority Title VI Policy Statement

It is my firm belief that the manner in which the Metropolitan Atlanta Rapid Transit Authority (MARTA) treats people, whether employees or the general public whom we serve directly, correlates to the commitment MARTA makes and the acceptance of its responsibility to provide essential services designed to enhance the quality of life for residents and guests of the Metropolitan Atlanta Region. MARTA, as a recipient of funds administered by the U.S. Department of Transportation, enforces Title VI of the Civil Rights Act of 1964, as amended through its policies and procedures. Collectively, they require that no person shall, on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination in any program or activity. Prohibited practices include, but are not limited to:

- Denying a person any service or benefit because of race, color or national origin;
- Providing a different service or benefit, or providing services or benefits in a different manner; or
- Locating facilities in a way that would limit or impede access to a federally-funded service or benefit.

The Environmental Justice component of MARTA's policy is based on Title VI and Federal Transit Administration (FTA) Circular mandates which guarantee fair treatment for people of all races, cultures and incomes regarding the development of Environmental Justice practices. Therefore, MARTA will:

- Ensure the involvement of low-income and minority groups in the decision-making process;
- Safeguard low-income and minority groups against disproportionality high and adverse human health or environmental impacts of its programs, policies and activities; and
- Ensure that low-income and minority groups receive their fair share of benefits.

The Executive Director of Diversity and Inclusion is responsible for initiating and monitoring Title VI activities, preparing required reports, and ensuring that MARTA adheres to other compliance responsibilities as required by applicable regulations. The Title VI Program provides ongoing direction and program structure for ensuring compliance with Title VI and the functional responsibility of the Office of Diversity and Inclusion. However, I also expect every MARTA manager, supervisor and employee to be aware of and apply the intent of Title VI when performing their duties. MARTA will not tolerate discrimination against any participant or beneficiary of MARTA services by an employee in the performance of assigned duties or implementation of a departmental policy or practice.

In the event that MARTA distributes federal funds to another entity, MARTA will monitor and ensure that each contractor at any tier and each sub-recipient at any tier prohibits discrimination on the basis of race, color or national origin and require the inclusion of non-discrimination language in all written agreements. Any person who believes they have been discriminated against on the basis of race, color or national origin, in the provision of services, programs activities or benefits, may file a formal complaint directly with the Office of Diversity and Inclusion at 404-848-5240, or with the Federal Transit Administration at: FTA, Office of Civil Rights, 230 Peachtree St. NW, Suite 800, Atlanta, GA 30303. Information is also available on MARTA website at www.itsmarta.com. Retaliation against individuals engaging in protected activity is strictly prohibited.

It is with firm resolve that I fully commit MARTA's resources to ensure that we remain compliant with aspects of Title VI of the Civil Rights Act of 1964, as amended.



Collie J. Greenwood
General Manager/Chief Executive Officer

5-24-2024

Date

The Metropolitan Atlanta Rapid Transit Authority (MARTA)

MARTA is the rapid transit system in the Atlanta, Georgia metropolitan area and the twelfth largest in the United States. MARTA operates almost exclusively in Fulton, DeKalb, and Clayton counties, with bus service to destinations in Cobb County (Six Flags over Georgia and the Cumberland Transfer Center next to the Cumberland Mall). The MARTA service area population (defined as a ¾ mile buffer around all MARTA fixed route service) consists of 1.708 million people and includes Fulton County (800,119 service area population), DeKalb County (673,805 service area population) and Clayton County (234,456 service area population). The total population for the three counties is 2.140 million which is 25% greater than MARTA's defined service area population. For the month of April 2024, the average daily ridership for the system (bus, rail, Streetcar, and Mobility) was 178,547 passengers.

In accordance with the requirements of the Federal Transit Administration (FTA) Circular 4702.1B, Chapter III, Part 4, MARTA developed a triennial Title VI Program which defines the commitment, made by MARTA, to the tenets of the Civil Rights Act of 1964, as amended, and necessitates the assurance of equal access and the equitable delivery of transit services and amenities to patrons throughout its service area. The MARTA Title VI Program was reviewed by all internal stakeholders and approved by the MARTA Board of Directors (**Exhibit 1**).

To this end, Collie Greenwood, General Manager/CEO of MARTA, is ultimately responsible for the overall implementation, administration, and monitoring of the Title VI Program. In turn, the MARTA GM/CEO has delegated this responsibility to Paula M. Nash, Assistant General Manager (AGM) of the Office of Diversity and Inclusion (D&I), who has a direct reporting relationship with the Office of the General Manager/CEO.

The AGM of D&I develops, directs, and manages the agency's strategic, long range and short-range Title VI Program and endeavors to ensure that they align with the overarching efforts of the organization. More specifically, the AGM of D&I provides strategic oversight for the MARTA Title VI Program updates, offers assurances to the FTA of compliance, and communicates compliance status information to the MARTA General Manager/CEO, Executive Management Team, and Board of Directors. This is accomplished through the continuous review and monitoring of policies, procedures, practices, compliance audit findings, fixed facility analyses, planning processes, and systemic collaborations and partnerships.

Under the leadership of the AGM, the following D&I professional staff members also support the objectives of the Title VI Program:

The Manager of Diversity and Inclusion provides daily management oversight of the development and administration of the Title VI Program and responds to FTA compliance audits. This individual is aided in this regard by the Equity Administrator.

The Equity Administrator provides continuous review and monitoring of policies, procedures, fixed facility analyses, and programming processes. This individual also ensures that outreach, special transit training, communication programs and the distribution of information in alternative formats meet Title VI and Limited English Proficiency (LEP) requirements. Additional responsibilities, as the Equity Administrator, include the following:

- Processing the disposition of Title VI complaints received by MARTA.
- Collecting statistical data (race, color, and national origin) of participants in and beneficiaries of federally funded programs.
- Reviewing Environmental Impact Statements prepared by MARTA for Title VI and Environmental Justice compliance.
- Conducting Title VI reviews of sub-recipients of federal funds directly distributed by MARTA.
- Assisting the MARTA Executive Management Team in the distribution of information on training programs regarding Title VI and related statutes.
- Developing Title VI information for dissemination to the general public and, where appropriate, provide versions in languages other than English.
- Identifying, investigating, and eliminating discrimination when found to exist.
- Establishing procedures for promptly resolving deficiencies and producing written documentation of any remedial action that is necessary.

In tandem with the above, D&I is charged with the development, implementation, coordination, and monitoring of all Civil Rights programs required by Board policies, Title VI, and other federal regulations. The office ensures that MARTA effectuates an equitable distribution of transit services and benefits, while clearly exhibiting a non-discriminatory impact in agency decisions and activities. This dictates that D&I must continually design, update, modify and implement Title VI and Environmental Justice programs, which facilitate the effective review, monitoring, and measuring of equality in access, transit services and the distribution of transit amenities. D&I is also responsible for assisting MARTA in strategically targeting outreach efforts that are designed to solicit and gauge community input from minority, low income, and transit-dependent areas before completing the development of programs or transit-related decisions.

Authorizing Legislation for the Title VI Program

The Title VI mandate that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving federal financial assistance, permeates all MARTA programs and activities. Further broadening the scope of Title VI, the Civil Rights Restoration Act of 1987 expanded the definition of “programs or activities” to include all programs or activities of federal aid recipients, sub-recipients, and contractors, whether such programs and activities are federally assisted or not [Pub. L. No. 100-259, 102 Stat. 28 (1988)].

The additional authorities and citations that espouse the MARTA Title VI Program include:

- Title VI of the Civil Rights Act of 1964, as amended, 42 U.S.C. 2000 et seq.
- FTA Circular 4702.1B, Title VI Requirements and Guidelines for Federal Transit Administration Recipients.
- 49 CFR, Part 21, effectuates the provisions of Title VI of the Civil Rights Act of 1964.
- 28 CFR § 50.3, Department of Justice (DOJ) Guidelines for the Enforcement of Title VI of the Civil Rights Act of 1964.
- DOT LEP Guidance, 70 FR 74087, December 14, 2005 (based on the prohibition against national origin discrimination in Title VI of the Civil Rights Act of 1964, as it affects limited English proficient persons).
- Executive Order 12898, Executive Order on Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations.
- DOT Update Order 5610.2(a), “Actions to Address Environmental Justice in Minority Populations and Low-Income Populations,” 77 FR 27534, May 10, 2012.
- FTA Circular 4703.1, “Environmental Justice Policy Guidance for Federal Transit Administration Recipients,” August 15, 2012.
- Section 12 of the FTA Master Agreement in which MARTA, as a recipient of Federal funding, agreed to comply and assure the compliance of each sub-recipient, lessee, third party contractor, or other participant at any tier of any project.
- 23 United States Code 109(h), Highway – Standards.
- “Standard DOT Title VI Assurance”, Department of Transportation Order 1050.2A.
- Joint Programming Regulations of the Federal Transit Administration and the Federal Highway Administration, 23 CFR Part 450 and Part 613.
- Section 12(f) of the Urban Transportation Act of 1964, as amended, 49USC 1608(f).
- Executive Order 12250, Coordination of Grant Related Civil Rights Statutes.
- Title II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, 42 U.S.C. 4621-4655.

Program Objectives

MARTA, committed to preventing discrimination and fostering equity as prescribed under Title VI, recognizes the key role that transportation services provide to the community. Therefore, in accordance with FTA Circular 4702.1B, Chapter 2, Part 1, MARTA established the following basic principles to serve as overall objectives in implementing its Title VI Program:

- Ensuring that the level, quality, and delivery of public transportation service is provided to low-income and minority populations in a non-discriminatory manner in full compliance with Title VI and FTA Circular 4702.1B.
- Ensuring the promotion of inclusive and fair participation in the MARTA decision-making process without regard to race, color, or national origin.
- Ensuring the provision of meaningful access to programs and activities by persons with limited English proficiency, including the provision of information in other languages.
- Encouraging participation by minorities and low-income populations as members of programming or advisory bodies.
- Ensuring that sub-recipients adhere to the non-discrimination requirements prescribed in Title VI and FTA Circular 4702.1B, Chapter III, Part 9.

Key Definitions and Terms

For the purpose of implementing the 2025 Title VI Program Update, MARTA combined definitions from the MARTA Service Standards and FTA Circular 4702.1B, Chapter I, Part 5¹:

1. **Accessibility:** As defined in the MARTA Service Standards, this term refers to the extent to which facilities are barrier-free and usable by persons with disabilities, including those who use wheelchairs.
2. **Central Business District (CBD):** As defined in the MARTA Service Standards, the downtown retail trade in a commercial area of a city or an area of very high land valuation, traffic flow, and concentration of retail business offices, theaters, hotels, and services.
3. **Core:** Transit service that involves frequent stops and consequent low average speeds, the purpose of which is to deliver, and pick-up transit passengers close to their destinations or origins.
4. **Cost-effectiveness:** As defined in the MARTA Service Standards, this term refers to an analytical technique used to choose the most effective method for achieving a program or policy goal.
5. **D&I:** The MARTA Office of Diversity and Inclusion (D&I), formerly known as the Office of Diversity and Equal Opportunity (DEO), which administers the agency's Title VI, Disadvantaged Business Enterprise, Equal Employment Opportunity, and Affirmative Action Programs, and also monitors environmental justice assessments and ADA compliance.
6. **Demand Response System:** Any non-fixed route system of transporting individuals that requires advance scheduling including services provided by public entities, non-profits, and private providers. An advance request for service is a key characteristic of demand response service.
7. **Designated Recipient:** As outlined and defined under FTA Circular 4702.1B, this term refers to an entity designated, in accordance with the planning process under Sections 5303 and 5304, by the Governor of a State, responsible local officials, and publicly owned operators of public transportation, to receive and apportion amounts under Section 5336 to urbanized areas of 200,000 or more in population; or a State or regional authority, if MARTA is responsible under the laws of a State for a capital project and for financing and directly providing public transportation.
8. **Direct Recipient:** An entity that receives funding directly from FTA. A direct recipient is distinguished from a primary recipient in that a direct recipient does not extend financial assistance to sub-recipients, whereas a primary recipient does.
9. **Discrimination:** Refers to any action or inaction, whether intentional or unintentional, in any program or activity of a federal aid recipient, sub-recipient, or contractor that results in disparate

¹ Unless otherwise referenced, specific terms were derived from the definitions found in FTA Circular 4702.1B.

treatment, disparate impact, or perpetuating the effects of prior discrimination based on race, color, or national origin.

10. **Disparate Impact:** The results of a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives, but with less disproportionate effect on the basis of race, color, or national origin.
11. **Disparate Treatment:** Actions that result in circumstances where similarly situated persons are intentionally treated differently (i.e., less favorably) than others because of their race, color, or national origin.
12. **Disproportionate Burden:** A neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the recipient to evaluate alternatives and mitigate burdens where practicable.
13. **Federal Financial Assistance:**
 - a) Grants and loans of Federal funds.
 - b) The grant or donation of Federal property and interests in property.
 - c) The detail of Federal personnel.
 - d) The sale and lease of, and the permission to use (on other than a casual or transient basis), Federal property or any interest in such property without consideration or at a nominal consideration, or at a consideration which is reduced for the purpose of assisting the recipient, or in recognition of the public interest to be served by such sale or lease to the recipient.
 - e) Any Federal agreement, arrangement, or other contract that has as one of its purposes the provision of assistance.
14. **Fixed Guideway:** A public transportation facility using and occupying a separate right-of-way for the exclusive use of public transportation; using rail; using a fixed catenary system; a passenger ferry system; or for a bus rapid transit system.
15. **Fixed-Route:** A system in which buses follow a fixed time schedule over a prescribed route. It is different from such modes of transportation as taxicabs or demand-responsive transportation, where each trip may differ in its origin, destination, or schedule.
16. **Frequency:** As defined in the MARTA Service Standards, this term refers to the number of transit vehicles on a given route or line, moving in the same direction, that pass a given point within a specified interval of time, usually one hour.
17. **Headway:** As defined in the MARTA Service Standards, this term refers to the time interval between the passing of successive transit vehicles moving along the same route in the same direction, usually expressed in minutes.
18. **Land Use:** As defined in the MARTA Service Standards, this term refers to the purpose for which land or the structure on the land is being used, for example, residential, commercial, or light industry.

19. **Lifeline route:** A service designation ensures the retention of transit links originating from low-income and transit-dependent areas to destinations including public facilities and Major Activity Centers.
20. **Limited English Proficient (LEP) Persons:** Persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the U.S. Census that they speak English less than very well, not well, or not at all.
21. **Local:** As defined in the MARTA Service Standards, this term refers to transit service that involves frequent stops and consequent low average speeds, the purpose of which is to deliver, and pickup transit passengers close to their destinations or origins.
22. **Low-income Person:** A person whose median household income is at or below 150% the U.S. Census Bureau's poverty guidelines.
23. **Low-income Population:** Any readily identifiable group of low-income persons who live in geographic proximity and, if circumstances warrant, geographically dispersed or transient persons (such as migrant workers or Native Americans), who will be similarly affected by a proposed FTA program, policy, or activity.
24. **MAC:** The MARTA Accessibility Committee (MAC) is an advisory committee made up of citizens and advocacy agencies representing seniors and various disabilities in the MARTA service area. The committee meets to discuss and recommend solutions to transportation-related issues for both seniors and persons with disabilities including a cross-section of minority, low-income and LEP populations.
25. **Metropolitan Planning Organization (MPO):** The policy board of an organization created and designated to carry out the metropolitan transportation planning process.
26. **Metropolitan Transportation Plan (MTP):** The official multimodal transportation plan addressing no less than a 20-year planning horizon that is developed, adopted, and updated by the MPO through the metropolitan transportation planning process.
27. **Minority persons include the following:**
 - a) American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
 - b) Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
 - c) Black or African American, which refers to people having origins in any of the Black racial groups of Africa.
 - d) Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
 - e) Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

28. **Minority Population:** Any readily identifiable group of minority persons who live in geographic proximity and, if circumstances warrant, geographically dispersed/transient populations (such as migrant workers or Native Americans) who will be similarly affected by a proposed DOT program, policy, or activity.
29. **Minority Transit Route:** A route that has at least 1/3 of its total revenue mileage in a Census block, block group, or traffic analysis zone(s) with a percentage of minority population that exceeds the percentage of minority population in the transit service area. A recipient may supplement this service area data with route-specific ridership data in cases where ridership does not reflect the characteristics of the census block, block group, or traffic analysis zone(s).
30. **National Origin:** The particular nation in which a person was born or where the person's parents or ancestors were born.
31. **Noncompliance:** An FTA determination that the recipient is not in compliance with the DOT Title VI regulations and has engaged in activities that have had the purpose or effect of denying persons the benefits of, excluding from participation in, or subjecting persons to discrimination in the recipient's program or activity on the basis of race, color, or national origin.
32. **Non-profit Organization:** A corporation or association determined by the Secretary of the Treasury to be an organization described by 26 U.S.C. 501(c), which is exempt from taxation under 26 U.S.C. 501(a) or one which has been determined under State law to be non-profit and for which the designated State agency has received documentation certifying the status of the non-profit organization.
33. **On-demand Service:** Also known as demand responsive or dial-a-ride service, this door-to-door service responds to passenger request made by telephone. It is typically operated in lieu of fixed-route service with small vehicles in a geographical area that generates low levels of demand.
34. **Paratransit:** As defined in the MARTA Service Standards, this term refers to complementary paratransit service, provides origin-to-destination shuttle service for eligible MARTA customers. Satisfies Americans with Disabilities Act (MARTA Mobility).
35. **Peak Period/Off Peak Period:** As defined and outlined in the MARTA Service Standards, this term refers to the period during a normal weekday when demand for transportation service is heaviest. Refers specifically to the hours of 6:00 a.m. – 9:00 a.m. and 3:00 p.m. – 7:00 p.m. Off-Peak refers to all other time periods. Note: Weekend services are considered off-peak all day long
36. **Peak Only Bus:** routes provide longer-distance rapid transit service, with limited stops, that operate only during peak periods.
37. **Predominantly Minority Area:** A geographic area, such as a neighborhood, Census tract, block or block group, or traffic analysis zone, where the proportion of minority persons residing in that area exceeds the average proportion of minority persons in the recipient's service area.
38. **Primary Recipient:** Any FTA recipient that extends federal financial assistance to a sub-recipient.

39. **Productivity:** As defined in the MARTA Service Standards, this term refers to a measure of bus route efficiency that takes into account a route's costs and its revenue, based on three factors: passengers per hour, average load, and total costs per passenger.
40. **Provider of fixed-route public transportation (or "transit provider"):** Any entity that operates public transportation service and includes states, local and regional entities, and public and private entities. This term is used in place of "recipient" in chapter IV and is inclusive of direct recipients, primary recipients, designated recipients, and sub-recipients that provide fixed-route public transportation service.
41. **Public Transportation:** Regular, continuing shared-ride surface transportation services that are open to the general public or open to a segment of the general public defined by age, disability, or low income, and does not include Amtrak, intercity bus service, charter bus service, school bus service, sightseeing service, courtesy shuttle service for patrons of one or more specific establishments, or intra-terminal or intra-facility shuttle services. Public transportation includes buses, subways, light rail, commuter rail, monorail, passenger ferry boats, trolleys, inclined railways, people movers, and vans. Public transportation can be either fixed route or demand response service.
42. **RAC – Riders Advisory Council (RAC)** - The RAC is an all-volunteer group of twenty-four people from different backgrounds who live and work in the metropolitan Atlanta and are devoting their time and energy to make MARTA better, by providing advice and suggestions on MARTA policies, projects, and services.
43. **Recipient:** Any public or private entity that receives federal financial assistance from the FTA, whether directly from the FTA or indirectly through a primary recipient. This term includes sub-recipients, direct recipients, designated recipients, and primary recipients. The term does not include any ultimate beneficiary under any such assistance program.
44. **Regional:** This term refers to transit lines with few stations and high operating speeds. They primarily serve long trips of long duration or distance within metropolitan regions, as distinguished from local transit service and short-haul transit service.
45. **Ridership:** This term refers to the number of people making one-way trips on a public transportation system in a given time period.
46. **Route:** As defined in the MARTA Service Standards, this term refers to the geographical path followed by a vehicle or traveler from start to finish of a given trip.
47. **Route Spacing:** This term refers to the distance between routes, calculated with such variable as potential riders per acre, walking distance to stops, and type of service being supplied.
48. **Segments:** As defined in the MARTA Service Standards, this term refers to sections of routes delineated from others on the basis of such aspects as collection or delivery points or sections between these points.
49. **Service Area:** Either the geographic area in which a transit agency is authorized by its charter to provide service to the public, or to the planning area of a State Department of Transportation or Metropolitan Planning Organization.

50. **Service Tier:** As defined in the MARTA Service Standards, this term refers to categories of transit service with distinct Service Standards that include MARTA Mobility, Supporting Local Bus, Frequent Local Bus, Peak Only, Limited Express, Streetcar, and Heavy Rail.
51. **Service Standards/Policy:** The established service performance measure or policy used by a transit provider or other recipient as a means to plan or distribute services and benefits within its service area.
52. **Statewide Transportation Improvement Program (STIP):** A statewide prioritized listing/program of transportation projects covering a period of four years that is consistent with the long-range statewide transportation plan, metropolitan transportation plans, and TIPs, and required for projects to be eligible for funding under title 23 U.S.C. and title 49 U.S.C. Chapter 53.
53. **Stop Spacing:** As defined in the MARTA Service Standards, this term refers to the distance between consecutive transit stops.
54. **Streetcar** – a tier of on-street rail service that provides frequent service on the downtown loop route.
55. **Sub-recipient:** An entity that receives federal financial assistance from the FTA through a primary recipient.
56. **Title VI Complaint:** A formal complaint, defined as any written complaint of discrimination on the basis of race, color, or national origin filed by an individual or group; signed by the complaining party on the MARTA complaint form, seeking to remedy perceived discrimination by facially-neutral policies, practices or decisions, which have an adverse impact, which resulted in inequitable distribution of benefits, services, amenities, programs or activities financed in whole or in part with federal funds.
57. **Title VI Program:** A document developed by an FTA funding recipient to demonstrate how the recipient is complying with Title VI requirements. Direct and primary recipients must submit their Title VI Programs to FTA every three years. The Title VI Program must be approved by the recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to the FTA.
58. **Traffic Analysis Zones (TAZ's):** As defined in the MARTA Service Standards, this term refers to small geographic areas with common access to major streets used in travel demand modeling.
59. **Transfer:** As defined in the MARTA Service Standards, this term refers to a rider's change from one transit route to another.
60. **Transit Amenity:** As outlined in the MARTA Service Standards, this term refers to features available to passengers on MARTA vehicles, and at the Authority's more than 9,000 bus stops, 12 streetcar stations, and 38 heavy rail stations.

61. **Transit Dependent Riders:** As defined in MARTA Service Standards, this term refers to Riders who either: (1) live in a household which have limited or no access to; or (2) who have a physical or mental disability that prevents the operation of a motor vehicle.
62. **Transit System:** This term refers to the facilities, equipment, personnel, and procedures needed to provide and maintain public transit service.
63. **Transportation Improvement Program (TIP):** A prioritized listing/program of transportation projects covering a period of six years that is developed and formally adopted by an MPO as part of the metropolitan transportation planning process, consistent with the metropolitan transportation plan, and required for projects to be eligible for funding under title 23 U.S.C. and title 49 U.S.C. Chapter 53.
64. **Transportation Management Area (TMA):** An urbanized area with a population over 200,000, as defined by the Bureau of the Census and designated by the Secretary of Transportation, or any additional area where TMA designation is requested by the Governor and the MPO and designated by the Secretary of Transportation.
65. **Travel Time:** As defined in the MARTA Service Standards, this term refers to the time duration of a linked trip on transit that is from the point of origin to the final destination, including walking time at transfer points and trip ends.
66. **Trip:** As defined in the MARTA Service Standards, this term refers to a one-way movement of a person or vehicle between two points for a specific purpose; sometimes called a one-way unlink passenger trip to distinguish it from a round trip.

II. GENERAL TITLE VI PROGRAM REQUIREMENTS

Title VI Assurances and Certifications

In accordance with 49 CFR Section 21.7(a) and FTA Circular 4702.1B, Chapter III, Parts 2 and 12, the required certifications and assurances were compiled for the Federal Transit Administration (FTA) assistance programs. In compliance, MARTA filed a single certification annually with the FTA that covered all the programs for which it anticipated submitting an application. The terms of this overarching certification and assurance reflected the applicable requirement of the FTA legislation currently in effect.

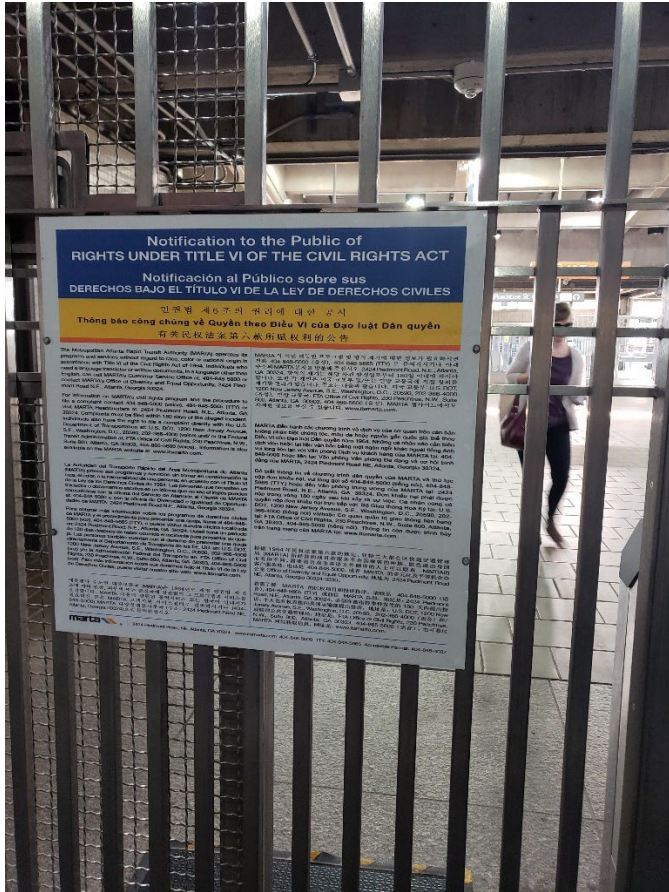
MARTA understood and agreed that certifications and assurances were special pre-award requirements specifically prescribed by federal law or regulation and, therefore, did not encompass all federal laws, regulations, and directives that may have applied to MARTA or its project. A comprehensive list of those federal laws, regulations, and directives are contained in the FTA Master Agreement.

As part of a federal grant process, MARTA documented its ability and willingness to comply with various federal regulations by signing the annual FTA Certifications and Assurances for FY 2025 which is located in The Transit Award Management System (TrAMS).

MARTA sub-recipients include organizations that received federal assistance, which were awarded through MARTA rather than by the FTA directly. Although under certain grants, MARTA may have delegated any or almost all project responsibilities to one or more sub-recipients, MARTA understood that it was ultimately accountable to the FTA for the sub-recipient's compliance with all applicable federal laws, regulations, and directives, except to the extent that the FTA determined otherwise in writing. Therefore, MARTA monitored its sub-recipients accordingly to ensure that sub-recipients were in compliance with the mandates of Title VI and all related FTA requirements. The detailed procedures in relation to the monitoring of sub-recipients are outlined in Chapter III of this Title VI Program under the heading of *Sub-recipient Assistance and Monitoring*.

Notification to Beneficiaries of Protection Under Title VI

In compliance with FTA Circular 4702.1B, Chapter III, Part 4, Section a (1) and Part 5 and 49 CFR Section 21.9(d), MARTA informed the public of their rights under Title VI by dissemination of Title VI notices and ensured that such notices were translated into other languages as needed. The process of notifying the public was consistent with the DOT LEP Guidance and the MARTA LEP Plan. Dissemination of the Title VI Notice to the public included the MARTA website, brochures, and printings in ridership literature. The notices on the website can be converted into a variety of languages including Spanish, Korean, Chinese, Japanese, French and German. MARTA has also disseminated notices, including signage, in the Headquarters, Reduced Fare Office, Ride Stores and major stations.



Title VI Complaint Procedures and Complaint Form (Exhibit 2)

MARTA instituted a methodology to track and resolve Title VI complaints, inquires, issues, or matters at the lowest possible level. All Title VI complaints and inquiries are tracked and monitored by the Equity Administrator. As part of the monitoring and tracking process, all complaints and inquiries are coded based on race, color, national origin, or low-income status, as applicable. They are maintained in D&I’s electronic database for individual resolution and trend analysis.

When the data is analyzed, if patterns are noted, D&I takes proactive measures to correct the issue at the lowest possible level including, but not limited to, individual employee counseling, management consultation, recommending disciplinary action, refresher training, and other recommendations to prevent and/or minimize any disparate impact, burden, or treatment among customers from minority and/or low-income communities. As a result of the proactive measures taken to resolve customer concerns at the lowest level possible, filing of complaints that requires Title VI investigations, have been greatly decreased.

If an individual wishes to file a Title VI complaint, MARTA has developed and implemented Title VI Complaint Procedures for investigating and tracking Title VI complaints and also has a Title VI Complaint Form.

Both the Title VI complaint procedures and the form are available to the public and posted on the MARTA website.

https://itsmarta.com/uploadedFiles/More/Diversity_and_Inclusion/Non%20Discrimination%20Policy,%20Procedure,%20Complaint%20Form%209-20-24%20-%20Final1.pdf

The Title VI Complaint process is also communicated to the public through station signage. Information on how to file a Title VI Complaint is available in alternative formats and languages. The process of filing a Title VI complaint has also been explained internally, senior management presentations and employee training.

Any person who believes they, or any specific class of persons to be subjected to discrimination on the basis of race, color, or national origin may, or by a representative, file a written complaint with MARTA within **180 days** after the date of the alleged discrimination at: MARTA's Office of Diversity and Inclusion, 2424 Piedmont Road, NE, Atlanta Georgia 30324-3330 or 404-848-5000 (voice). Failure to file within 180 days may result in dismissal of the inquiry or complaint. In addition, any person who believes they, or any specific class of persons to be subjected to discrimination on the basis of race, color, or national origin, may or by a representative file a complaint with the Federal Transit Administration (FTA) no later than **180 days** after the date of the alleged discrimination at: Federal Transit Administration (FTA), Office of Civil Rights, 230 Peachtree Street, N.W., Suite 1400, Atlanta, GA 30303.

Title VI Investigations, Complaints or Lawsuits

During this Plan update, MARTA did not have any Formal Title VI Complaints or Lawsuits. Informal Title VI complaints were investigated. None were found to be valid for discrimination. **(Exhibit 3).**

Public Participation Plan and Outreach

MARTA supports, values, and promotes the inclusive public participation of minority, low-income and LEP populations. To expand public participation, MARTA works in close collaboration and partnership with other departments. To this end, the Department of External Affairs carries a vital role in support of the Title VI Program through the implementation of community outreach, communication programs and strategic marketing initiatives. In addition, the department has ongoing interactions with transit riders, advocacy groups, government entities, media outlets, and the public.

MARTA utilizes a variety of public engagement tools such as virtual participation and digital engagement using a variety of platforms (e.g., Zoom, WebEx, Teams, social media, text messaging, email, and phone audio). As a result, we saw an increase in participation in public meetings and online engagement activities.

Virtual options allowed more residents and stakeholders to participate in meetings and workshops. Once community members were comfortable with the emerging technology, they appreciated the logistical benefits of signing on to virtual events.

The Department of External Affairs has multiple offices that assist in the acquisition of information needed to monitor Title VI compliance, identify potential Title VI issues, and measure the effectiveness of any required corrective actions:

- **The Office of Government and Community Affairs** is responsible for directing, developing, and maintaining positive and effective relations with the community and various levels of government (federal, state, and local) that interface with or impact the development of programs and operations.
- **The Office of Marketing and Sales** is responsible for creating all communications for daily riders, social media (Facebook, YouTube, and Twitter) and implementing strategic marketing initiatives.
- **The Office of Communications** establishes and maintains active working relationships with all relevant local, national, minority and industry-wide media to communicate pertinent information to constituencies, including service changes and enhancements, emergency situations posing an immediate threat to the safety and security of MARTA customers or its service area, and policy changes.
- **The Office Public Engagement** is responsible for fostering and maintaining supportive relationships amongst stakeholders and customers to strengthen the Authority's community network and positively steer the public's perception. The office oversees MARTA's public-facing activities and outreach initiatives by providing multilayered engagement strategies for customers and vulnerable populations to include seniors and those with disabilities to ensure accessibility to all and align with ADA regulations.
 - The specific Title VI-related tasks that External Affairs carries out through its various offices are as follows:
 - Scheduling meetings at times and locations that are convenient and accessible for minority and LEP populations.
 - Ensuring different meeting group sizes and formats at community meetings and public hearings.
 - Coordinating with community and faith-based organizations, educational institutions, and other organizations to implement public engagement strategies that target members of affected minority and/or LEP communities.
 - Utilizing radio, television, or newspaper ads on stations and in publications that serve LEP populations.
 - Providing opportunities for public participation through means other than written communication, such as personal interviews or use of audio or video recording devices to capture oral comments.

MARTA has developed a Public Hearing Policy and Procedure to establish guidelines for conducting public hearings and outreach in relation to Title VI, minority, and low-income population groups (**Exhibit 4**). Using these procedures, MARTA conducted public hearings, which gave patrons the opportunity to offer ideas about how MARTA could design and improve

its services to meet public needs. In keeping with Title VI and Environmental Justice requirements, the communication program included: community forums, meetings with local, state and federal stakeholders; news releases; public hearings; meetings with businesses and professional associations; meetings with representatives from the faith-based communities; advertisement of public hearings in a multiple of local newspapers; information sessions before public hearings; publishing of fare and route service changes on the MARTA website; the distribution of fact sheets/notices/announcements to various LEP Organizations in different languages; and making all required information and communications be available in alternative formats (i.e., sign-language, caption, large print, CD, electronic, and braille, etc.).

Under the provisions of the Urban Mass Transportation Act of 1964, as amended, and the MARTA Act, MARTA was required to establish a process to receive and consider public comment prior to fare changes and major service reductions. During the Plan period there were no fare changes. In connection to major service changes, MARTA conducted multiple community forums which provided information to patrons that allowed them an opportunity to provide input about how MARTA could improve its service to better meet public needs. These forums were structured such that electronic depictions of route modifications and deletions were displayed on a large screen that enabled all attendees to point out certain demographics and other points of information that should be considered in redesigning bus routes. The public hearings and the community forums yielded information that MARTA was unaware of and did use in making modifications to the initial proposals which were put forth.

Because the MARTA service area encompasses the City of Atlanta, Fulton, DeKalb and Clayton Counties, MARTA is obligated to reach out and inform the public in these geographic areas. Therefore, MARTA held community forums and public hearings at multiple transit and ADA accessible locations during various days, times and methods as outlined below and translated the notice of public hearings in English and Spanish (**Exhibit 5**):

Year-Date	Public Hearing/Engagement Activities	Locations/ Method
Friday, February 4, 2022	Transit Equity Day	West End Station
Friday, February 18, 2022	Senior Voter Registration	East Point Station
Monday, February 28, 2022	MARTA Reach Launch event	Harrison Square GA Tech
Tuesday, March 22, 2022	MARTA Reach Pop-up event	East Lake Station
Wednesday, March 23, 2022	MARTA Reach Pop-up event	HE Holmes Station
Saturday, March 26, 2022	Campbellton Bus Tour	Oakland City Station/Greenbriar Mall
Tuesday, March 29, 2022	DeKalb County Voter Registration Listening Session	Virtual

Tuesday, April 19, 2022	Upper Westside CID Community Event	Midtown Collective
Saturday, May 21, 2022	Campbellton Open House	Junction 2800, SW Atlanta
Tuesday, May 24, 2022	Older Americans Month Event	Benson Senior Multipurpose Center
Wednesday, May 25, 2022	Cheshire Bridge High Rise Senior Event	Cheshire Bridge High Rise
Saturday, June 18, 2022	Juneteenth Event	Centennial Park
Wednesday, June 22, 2022	Launch – Ribbon Cutting – Kensington Station Soccer	Kensington Station
Tuesday, September 20, 2022	MARTA National Voter Registration Day event	College Park, HE Holmes, Five Points, Kensington, Doraville, North Springs, Lindbergh
Thursday, September 22, 2022	Westside Works Relaunch Event	Westside Works
Saturday, September 24, 2022	Lindbergh Station Soccer Grand Opening event	Lindbergh Station
Saturday, October 8, 2022	DeKalb Community Empowerment Fall Festival	South Dekalb Mall Galleria
Tuesday, October 11, 2022	College Park Housing PCC/FSS – Partnership	Virtual
Thursday, October 13, 2022	South Fulton Human Services Coalition Meeting	Virtual
Friday, October 21, 2022	Senior Summit Lunch and Learn	Harriet Darnell Multipurpose Senior Center
Saturday, October 22, 2022	Clayton County Fall Festival	Flat Shoals Park
Wednesday, October 26, 2022	College Park Senior Fall Festival	College Parl Public Safety Bldg.
Saturday, November 5, 2022	Oakland City TOD Workshop/Pop-up	Oakland City Station
Tuesday, November 15, 2022	College Park Housing Agency Appreciation event	The Network ATL (Right Hand Foundation)
Thursday, November 17, 2022	Thanksgiving Event (Lil’Baby/Goodr/UPS/Hawks	West End Station
Thursday, December 15, 2022	College Park Housing Authority Senior Event	Lindsay Building, College Park
Wednesday, December 21, 2022	Armour Yard Tour	Armour Yard Facility

Saturday, February 18, 2023	Clifton Transit Open House	North Decatur Presbyterian Church
Saturday, February 25, 2023	Live Well Day	Atlanta Food Bank
Tuesday, March 7, 2023	ARC Community Connect Senior Program	Peachtree Road Senior Highrise
Wednesday, March 8, 2023	ARC Community Connect Senior Program	Cheshire Bridge Highrise
Thursday, March 9, 2023	ARC Community Connect Senior Program	Marietta Road Highrise
Tuesday, March 14, 2023	ARC Community Connect Senior Program	East Lake Highrise
Wednesday, March 15, 2023	ARC Community Connect Senior Program	Georgia Ave Highrise
Thursday, March 16, 2023	ARC Community Connect Senior Program	Cosby Spear Highrise
Saturday, March 25, 2023	GOODR Clayton Event	Tara Stadium
Monday, April 24, 2023	Autism Awareness Month event	Kirkwood Library
Saturday, April 29, 2023	Dekalb Youth and Family Summit	Redan Rec Center
Sunday, April 30, 2023	Roswell Moves Event	Canton Street, Roswell
Thursday, May 11, 2023	MARTA/Goodr Event w/ Commissioner Hambrick/ Reduced Fare Pop-up	Frank Bailey Senior Center
Saturday, May 20, 2023	MARTA x Goodr Event w/ Commissioner Anderson/ Reduced Fare Pop-up	Sonna Singleton Senior Center
Saturday, June 10, 2023	Lakewood Community Block Party Event	Rosel Fann Rec Center
Saturday, July 15, 2023	MARTA Day at the Science Gallery's JUSTICE exhibit	Pullman Yards
Saturday, July 22, 2023	APS Back To School Bash	GWCC
Friday, August 18, 2023	Trinity Towers High Rise-Reduced Fare Pop-up	Trinity Towers Senior Highrise
Wednesday, August 30, 2023	Empowering Women @ MARTA – Building a Strong Support Network	Virtual
Wednesday, September 6, 2023	Goodr Mobile Market/Reduced Fare Pop-up	Flint River Community Center

Friday, September 8, 2023	Clairmont Oaks Senior High-rise Lunch & Learn	Clairmont Oaks Senior Highrise
Tuesday, September 19, 2023	MARTA National Voter Registration Day Event	Five Points, College Park, HE Holmes, Doraville, Lindbergh, North Springs, Kensington stations
Sunday, September 24, 2023	Atlanta Streets Alive	Five Points, Peachtree and Civic Center stations
Wednesday, October 4, 2023	J H. Huie Elementary School – Reading & Career Day	John H. Huie Elementary School
Monday, October 9, 2023	Briarcliff Oaks Senior High-rise Health Fair	Briarcliff Oaks Senior High-rise
Friday, October 13, 2023	Reduced Fare Pop-up – Clairmont Oaks Senior Highrise	Clairmont Oaks Senior Highrise
Saturday, October 21, 2023	West End Lee St. Bike Lanes (Safe/Lee PARTY)	West End Station
Sunday, October 22, 2023	Atlanta Streets Alive	Civic Center Station
Friday, October 27, 2023	East Lake Station Soccer Launch Event	East Lake Station
Saturday, November 11, 2023	GPB’s Be My Neighbor Day event	Home Depot Backyard
Sunday, November 12, 2023	Atlanta Streets Alive	Civic Center Station
Tuesday, November 14, 2023	GoodR/MARTA event/ Reduced Fare Pop-up	Flint River Community Center
Friday, November 17, 2023	GoodR/MARTA event	Frank Bailey Senior Center
Sunday, December 3, 2023	Atlanta Streets Alive	Five Points & Civic Center Stations
Monday, December 4, 2023	GoodR/MARTA event/ Reduced Fare Pop-up	Clayton County Main Library
Monday, January 15, 2024	95th Birthday of Rev. Dr. Martin Luther King, Jr., and the Anniversary of the National King Holiday event	MLK Birth home
Wednesday, February 28, 2024	Clayton County Northwest Library Outreach	Clayton Northwest Library
Thursday, February 29, 2024	Black History Month Customer Appreciation Station event	College Park Station

Thursday, March 7, 2024	Reduced Fare Pop-up	Piney Grove Baptist Church Community Center
Wednesday, March 13, 2024	AHA- MARTA Senior Services Lunch & Learn	Cheshire Bridge Road Highrise
Monday, March 18, 2024	City of Atlanta Public Engagement Day	City of Atlanta City Hall
Tuesday, March 19, 2024	AHA – MARTA Senior Services Lunch & Learn	Peachtree Road Senior Highrise
Friday, March 22, 2024	Career Day – Kemp Elementary	Kemp Elementary
Tuesday, March 26, 2024	AHA – MARTA Senior Services Lunch & Learn	Cosby Spears Senior Highrise
Thursday, March 28, 2024	Barack Obama Elem Career Day	Barack Obama Elementary
Wednesday, March 20, 2024	Commissioner Hambrick’s Community Eggstravaganza Event	Clayton County
Saturday, April 20, 2024	Global Growers Event	Indian Creek Station
Thursday, April 25, 2024	Reduced Fare Pop-up	Rosel Fann Rec Center
Wednesday, May 1, 2024	Atlanta Housing/ MARTA Mobility – Listening Session	Cosby Spears Senior Highrise
Tuesday, May 7, 2024	Reduced Fare Pop-up – 2024 Senior Summit	Georgia International Convention Center
Sunday, May 19, 2024	Atlanta Streets Alive	Civic Center Station
Sunday, June 16, 2024	Atlanta Streets Alive	Civic Center Station
Saturday, July 13, 2024	Alma’s Way/GPB Event – Arts Center Station	Arts Center Station
Saturday, July 20, 2024	Atlanta Back to School Bash	Georgia World Congress Center
Sunday, July 28, 2024	Atlanta Streets Alive	Civic Center Station
Tuesday, August 13, 2024	MARTA Rapid Campbellton/Greenbriar Hub Public Meeting	Junction 2800 Community Center
Sunday, August 18, 2024	Atlanta Streets Alive	Civic Center Station
Friday, September 6, 2024	Ride Route 191 – Pop-up meeting	Bus- Route 191
Thursday, September 12, 2024	Public Hearing	Riverdale Towne Center
Thursday, September 12, 2024	John Lewis Bus Wrap Reveal Event	College Park Station
Thursday, September 26, 2024	Hispanic Heritage Customer Appreciation Event	Chamblee Station

Sunday, October 6, 2024	Westside Stride Event	Howell Mill Rd @ Edgehill
Thursday, October 10, 2024	Pride Bus Wrap Reveal & Customer Appreciation Event	North Ave. Station
Wednesday, October 16, 2024	Rapid Campbellton Pop-up	Oakland City Station
Sunday, October 20, 2024	Atlanta Streets Alive	Georgia Ave.
Tuesday, October 29, 2024	S. DeKalb Public Meeting	DeKalb Senior Center
Wednesday, November 13, 2024	Soccer in the Streets 35th Anniv. Event	Historic DeKalb Courthouse – 101 E Court Sq, Decatur, GA 30030 ·
Sunday, November 17, 2024	Atlanta in the Streets	Georgia Ave.
Thursday, November 21, 2024	MARTA Holiday Bus Reveal & Market	West End Station
Thursday, December 12, 2024	Bus Network Redesign Public Meeting	Virtual
Tuesday, December 17, 2024	Bus Network Redesign Public Meeting	Virtual

Meaningful Access to LEP Persons

In keeping with the theme of expanded and non-conventional outreach efforts, D&I is involved in multiple collaborative activities that further the efforts of External Affairs and MARTA. These efforts include maintaining outside agency memberships or sponsoring LEP organizations, developing specialized training for LEP individuals, conducting employee education, holding community forums/public hearings, and attending LEP events.

In order to ensure the ongoing inclusion of LEP populations, MARTA developed a formal LEP Plan which is consistent with the guidelines prescribed under Executive Order 13166: “Improving Access to Service for Persons with Limited English Proficiency” and the Department of Transportation’s “Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons” which was published in the Federal Register, Volume 70, Number 239, December 14, 2005.

The MARTA LEP Plan is updated every five years (**Exhibit 6**). MARTA uses the census website to identify the LEP population on a census tract-by-census tract basis, which will allow MARTA to determine if LEP persons are concentrated in specific neighborhoods within the service area.

The 2024 LEP Plan includes an examination of prior experiences with LEP individuals. MARTA first examines its prior experiences with LEP individuals and then determines the number and proportion of LEP persons served or encountered within our service area. MARTA will strive

to assess this number and proportion through a mix of data sources, including the following: 1) data from the U.S. Census; 2) data from state and local government agencies; and 3) information from organizations that serve LEP persons. This task involves reviewing the relevant benefits, services, and information in determining the extent to which LEP persons have come into contact with front line employees through one/ or more of the following channels:

- Contact with transit vehicle operators.
- Contact with transit station managers.
- Calls to MARTA's customer service telephone line.
- Visits to MARTA's headquarters.
- Access to your MARTA's website.
- Attendance at community meetings or public hearings hosted by MARTA; and
- Contact with MARTA's paratransit system (including applying for eligibility, making reservations, and communicating with drivers).

MARTA obtains data in relation to LEP persons by contacting its customer service representatives, vehicle operators, station managers, and community outreach staff. During this contact, MARTA finds out if the staff person can identify the LEP persons' native language, how successful MARTA has been in communicating with LEP persons, and common questions directed to MARTA by LEP persons. MARTA also reviews any available records on the number of hits we receive on our website, requests for interpreters at public meetings and results of ridership surveys that capture the experiences of LEP persons.

- The results of the Four Factor Analysis including a description of the LEP Populations served.
- A detailed analysis of Factor #3 (the nature/importance of the program, activity, or service) included throughout the LEP Plan.
- A description of how MARTA provides language assistance services for various languages.
- A description of how MARTA provides notices to LEP persons about the availability of language assistance.
- A description of how MARTA monitors, evaluates, and updates the language access plan.
- A description of how MARTA trains employees to provide timely and reasonable language assistance to LEP populations.

Language Assistance Plan

The top spoken languages among the LEP population in the MARTA Service Area are Spanish (61,115 persons), Chinese, including Mandarin and Cantonese (9,850 persons), Vietnamese (8,696 persons), French, Haitian, or Cajun (4,596 persons), and Korean (4,335 persons).

There are a variety of ways in which MARTA provides language assistance service to the above populations. MARTA hired bi-lingual employees; created an employee language bank; and provided translation services and interpreting services etc. MARTA utilizes the same methods and procedures to provide language assistance.

The Metropolitan Atlanta Rapid Transit Authority (MARTA) supports the goals of the DOT LEP Guidance to provide meaningful access to its services by LEP persons. MARTA currently offers several language assistance services, including, but not limited to:

Oral Translations

- Recruited and hired bilingual employees
- LEP customers who call MARTA Call Center have direct access to bilingual customer service representatives and can be connected to a telephonic interpretation service with linguists who speak over 200 languages.
- MARTA has a limited Language Resource Bank comprised of bilingual and multilingual employees. Employees are called upon to volunteer their time and act as interpreters for MARTA at special events, public meetings, and public hearings. Additionally, employees assist with the translation of simple documents, record bilingual public announcements, or assist in emergency situations where bilingual communication is required.
- Rail and Bus system-wide announcements are made in English and Spanish.
- Audio Visual Information System (AVIS) – The AVIS Project upgraded the public address and electronic passenger information system at MARTA’s 38 rail stations with enhanced audio and video displays. This project also expanded transit user access to communications and safety information. Enhanced features include multi-lingual digital signage and automated messaging that will more quickly provide communications to riders. Digital signs display bus schedules and train arrival information for connecting transit systems such as transfers from rail to bus or to other regional transit systems.

Written Translations

- Materials critical for accessing and using MARTA’s services and receiving transit benefits have been translated over the past three years. Various documents have been identified as “vital” and translated into Spanish and other languages upon request and free of charge.
- MARTA Reference Guide for New Customers is available on the website and can be translated into Spanish, Korean, Chinese, French, German, and Vietnamese.
- All bus timetables are produced in English/Spanish bilingual versions and are available on the MARTA website and at some bus stops.

MARTA has established language access for LEP populations through key departments, in terms of the nature and importance of services, programs or activities, which link to the public. Each of these key departments has standard operating procedures in place to provide language assistance services for LEP persons who do not speak English as their primary

language or who may have a limited ability to read, write or understand English. As central resources for these departments, and MARTA in general, MARTA has retained a verbal language translation service which is easily accessed when no MARTA employee is readily available to provide translation services and a vendor to provide written translations.

The Language Line Services is a company that is contracted to provide MARTA with a consistent 24 hours a day 7 days a week rapid access to high quality interpreters for more than 200 languages.

Police Service – MARTA Police personnel must be able to communicate with people from LEP populations. Therefore, the department has a language translation policy in place (General Order 81-102) to ensure communication with individuals who do not speak English at all or not very well. This General Order describes how MARTA can use a translation service provided by the Language Line Services.

If a MARTA Police employee is confronted with a person who must be interviewed or questioned about a situation being handled by the Police Department and that person does not speak English, and if there is no local interpreter readily available, a translation service is available through Language Line Services. This service can be accessed only through MARTA Police Communications and Customer Service Department. It is available 24 hours per day every day of the year. Only Communications has the access codes to Language Line Services. Only Communications personnel will contact this service to arrange translation services.

Customer Care Center – The Customer Care Center is comprised of the Customer Information Center and the Customer Service Center. The Customer Service Center is responsible for documenting, tracking, investigating, and providing responses to customer complaints or concerns including investigating Breeze Card fare dispute claims and capturing customer feedback comments, suggestions, recommendations, and commendations. The Customer Information Center provides bus and rail schedule information and trip itinerary planning services. Any formal complaint that may be Title VI related, is referred to D&I for review and response is comprised of MARTA's two call centers and facilitates language access services as needed. The Customer Care Center uses the translation service to expand MARTA's ability to communicate with customers whose primary language is not English.

A contract with a translation interpreting service was established, procedures developed, and staff trained to deploy this added convenience for MARTA's non-English speaking customers. The use of a translation service supplements the availability of bilingual speaking staff already hired and working within the call centers. The language interpretation service offers the availability to communicate in 200 plus languages.

Additionally, Customer Care Center staff support various offices MARTA-wide with the following:

- Public hearings, community meetings, special events, festivals.
- Greeting and speaking to customers who choose to come to the MARTA Headquarters building to speak to someone in management or to resolve an issue.
- Reviewing and editing flyers and marketing material for distribution.
- Translating and recording emergency messages placed on MARTA's main telephone line.

- Reviewing and editing scripted Spanish recordings for accuracy.

Marketing and Sales – MARTA’s Marketing and Sales Office works in partnership with D&I to create language access for the community and MARTA patrons who speak Spanish. As reflected in the Public Hearing Policy and Procedures and Community Outreach Procedures, flyers are used to announce public meetings and are placed on the MARTA website, in Rail Stations and various locations. Critical information is in English and Spanish and information advising individuals on how to obtain information in additional languages is also written on various publications. Further alternative language translation services for the MARTA website are available, through Google Translation, in multiple languages including Spanish, Korean, Chinese, Japanese, French and German.

Diversity and Inclusion (D&I) – D&I staff advise new employees of the process to access the language assistance services during their orientation period. D&I staff utilize available bilingual staff whenever possible, to assist with requests from MARTA’s LEP population. If not available and appropriate bilingual staff member is present, the D&I call-taker shall inform the LEP caller that he or she will be placed “on hold” and immediately transfer the LEP caller to extension 404-848-5290 so that the appropriate Customer Service Representative may assist the caller.

The continuous pursuit to provide meaningful access to LEP populations, often requires collaboration. Therefore, comprehensive efforts in the areas of compliance, education and outreach are ongoing.

Education and Access – Title VI-related educational efforts are implemented on a regular basis. For example, Transit System Orientation Sessions for ALL MARTA mobility and reduced-fare customers – each day as required. In addition, upon request D&I, Reduced-Fare Office and MARTA Mobility, train seniors (65 and older) and individuals with disabilities who speak various languages. Education is provided on the following topics:

- How to Ride MARTA
- Trip Planning
- Various Fare Media available
- Breeze Vending Machine
- Eligibility for the Reduced-Fare Program
- MARTA Mobility Eligibility
- Traveling the System Safely

Highlights of Outreach Events and Initiatives – During the reporting period, MARTA was involved with a host of outreach events and initiatives in relation to minority and LEP populations including, but not limited to:

Neighborhood Planning Unit (NPU) ² Outreach was conducted for many NPUs as needed:

- NPU – F
- NPU - G
- NPU - H
- NPU - I
- NPU - J
- NPU – K
- NPU - N
- NPU - W
- NPU - X
- NPU – P
- NPU – Q
- NPU - R
- NPU - S
- NPU - T
- NPU - V

D&I also conducted cultural celebrations

- D&I utilized various social media and email to send cultural announcements and information.
- National Hispanic Heritage Month: In celebration, D&I showcased posters identifying Hispanics and their contributions, and highlighted employees, provided food truck, and educational opportunities.
- National Asian and Pacific American Heritage Month: In celebration, D&I showcased posters identifying Asian/Pacific Americans and their contributions, highlighted employees, and provided a cultural food event.
- Black History Month: In celebration, D&I showcased posters identifying Black Americans and their contributions and conducted programs.
- Caribbean American Heritage Month: In celebration, D&I showcased posters identifying Caribbean Americans and their contributions, and highlighted employees.
- Native American Heritage Month: In celebration, D&I showcased posters identifying Indigenous Americans and their contributions.
- Juneteenth: In celebration D&I provided educational information and a celebration event.
- National Inclusion Week: In celebration D&I conducted various events.
- At the suggestion of the GM, The D&I Office organized Inclusion Matters Workshops for Companies that do business with MARTA to encourage DBE participation.

Active community organization memberships include:

- Georgia Hispanic Chamber of Commerce
- Georgia Hispanic Construction Association
- National Assoc of Asian American Professionals (NAAAP) -Atlanta Chapter

² Neighborhood Planning Units (NPU's) are the foundation of Atlanta, Georgia's neighborhood planning system. The Mayor, City Council and various city agencies rely upon neighborhood organizations for comments and suggestions concerning the city's growth and development including transportation issues in relation to minority, low-income and LEP populations. Each NPU services a specific geographic area.

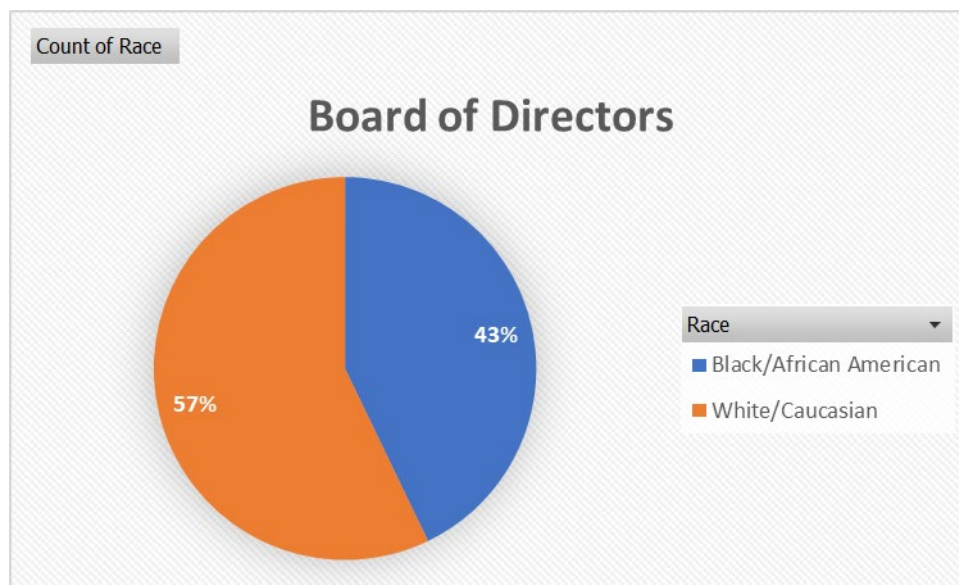
- Japan American Society of Georgia
- Disability IN - ATL
- Atlanta Business League
- National Diversity Council (Georgia)
- OUTGeorgia

MARTA has also participated in events as a partner with paid booths and in-kind services with the following organizations:

- American Association for Access, Equity and Diversity
- Asian Indian Chamber of Commerce
- Atlanta Tribune
- Women's Transportation Seminar
- Hispanic Chamber of Commerce
- National Association of Black Women in Construction (NABWIC)

Minority Representation on Programming and Advisory Bodies

MARTA has a Board of Directors (the MARTA Board) **which is not selected by MARTA**. MARTA's Board is composed of 15 members: 12 members representing the City of Atlanta, Fulton County, DeKalb County, and Clayton County; 2 members representing the Georgia Regional Transportation Authority and the Georgia Department of Transportation; and 1 member appointed by the Governor.



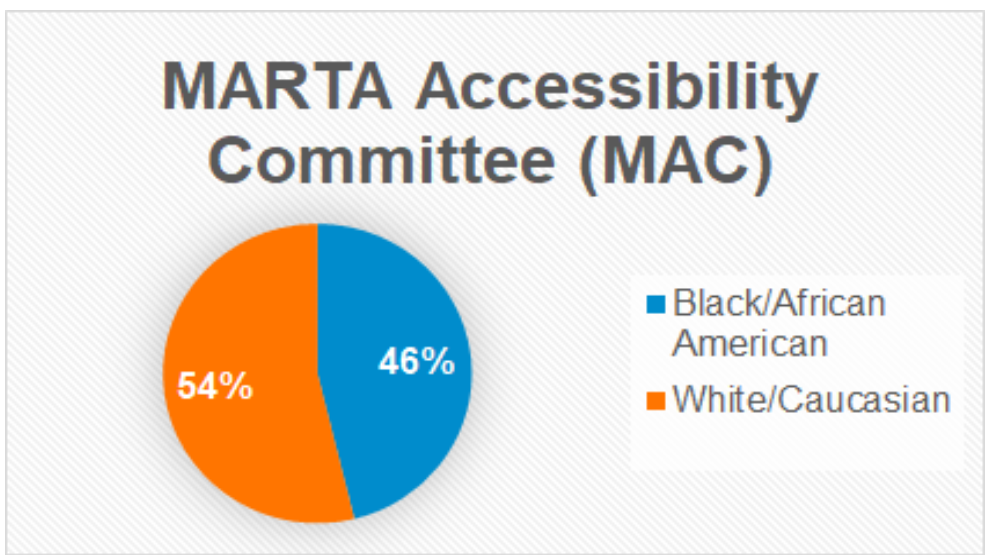
The MARTA Board meets regularly to address the latest issues of importance concerning ridership, safety, economics, new technology, government regulations, procurements and

more. The Board of Directors holds three monthly standing committee meetings and two bi-monthly committee meetings. The Board of Directors also holds a monthly full Board meeting:

- Board Meeting
- Operations & Safety Committee
- Audit Committee
- Planning & Capital Programs
- Business Management Committee
- External Relations Committee

MARTA’s Accessibility Committee (MAC) is established to assist MARTA in better servicing the communities of seniors and persons with disabilities. MAC members act as a representative body for the citizens of Clayton, Fulton, DeKalb Counties and the City of Atlanta’s senior and persons with disabilities communities, serving in an advisory capacity to MARTA.

MAC membership consists of a chairperson and 12 voting members. Six members are persons with disabilities and seniors who reside in the MARTA service area. The other six members are representatives from agencies that conduct business within the boundaries of services for seniors or people with disabilities within the MARTA service area. All members must reside in the MARTA service areas of Clayton, DeKalb and Fulton counties and the City of Atlanta, and/or be employed with organizations providing services in the MARTA service areas within Clayton, DeKalb and Fulton counties and the City of Atlanta. Vacancies are filled by placing vacancy announcements on MARTA’s website, as well as notifying ADA organizations. The racial breakdown of the MAC Committee as of this Plan year is as follows:

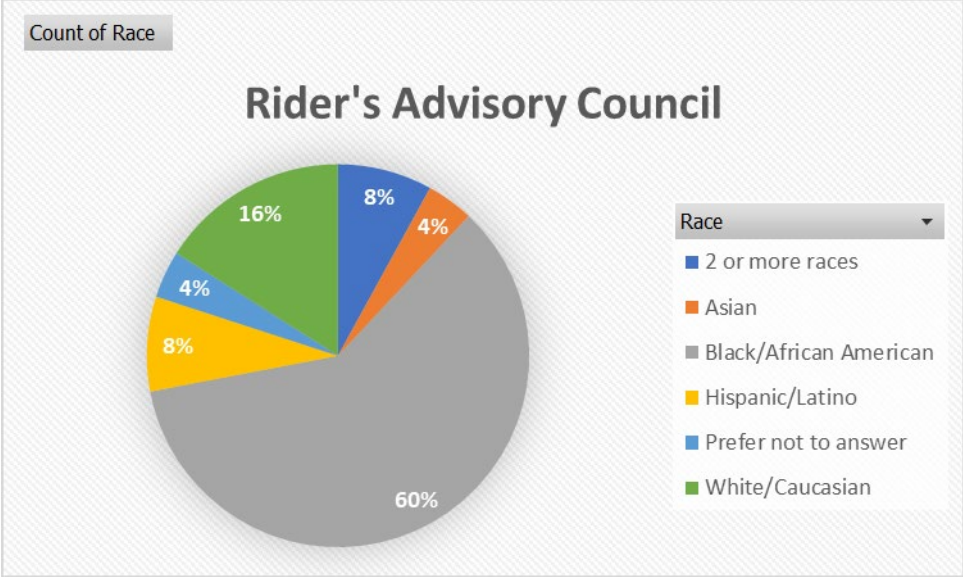


The Rider’s Advisory Committee (RAC) - The RAC is an all-volunteer group of people from different backgrounds who live and work in Metropolitan Atlanta and devote their time and energy to make MARTA better. The RAC meets monthly to discuss and recommend solutions to transportation-related issues.

The RAC is a significant component of MARTA’s commitment to change how MARTA conducts business and make the agency more responsive to our customers. MARTA believes in giving customers a meaningful voice and actively listening to what they have to say.

An open application process was held for anyone interested in serving on the RAC. The finalists were selected based on ridership habits, commuting experiences, and community involvement. Some members are frequent MARTA riders; others are not. However, they all agree on the importance of having a first-class transit system for metro Atlanta.

There are 25 members, all of whom are serving two-year terms.



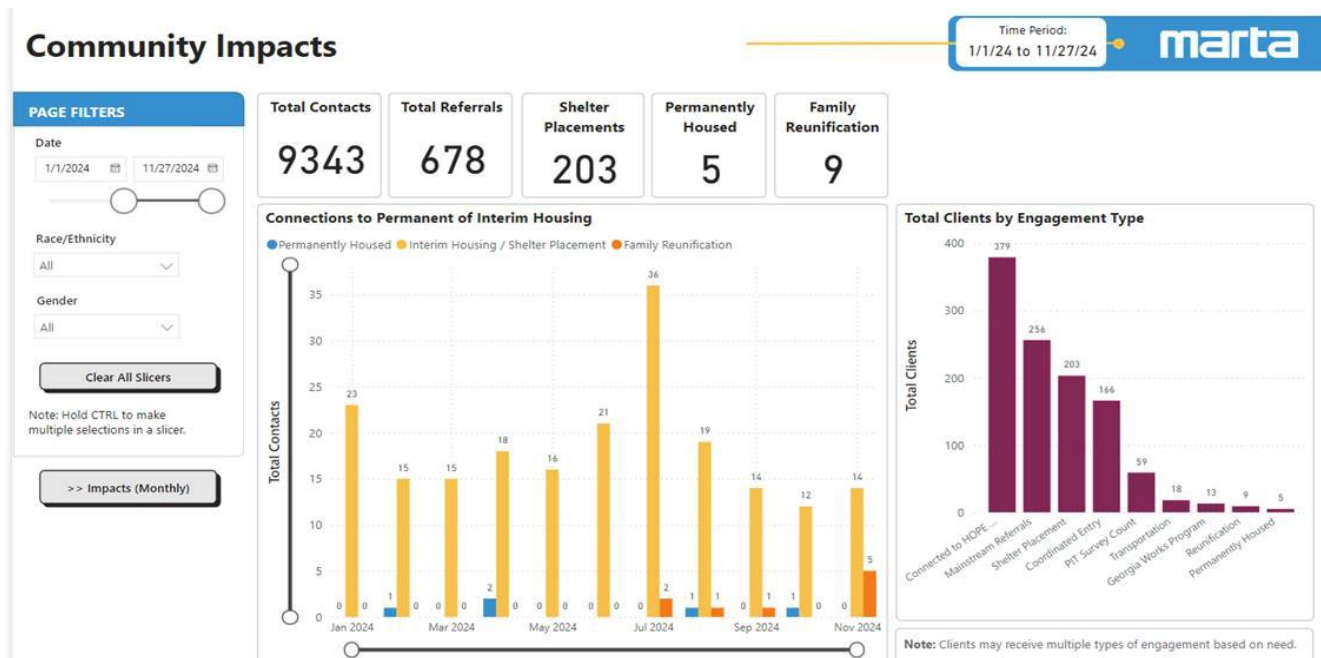
Outreach and Assistance to Low Income and Unsheltered

MARTA HOPE - Homeless Outreach and Proactive Engagement

Launched in August 2020; **MARTA HOPE** is a partnership with HOPE Atlanta to aid individuals experiencing homelessness who have taken refuge on the transit system. Nationally, homelessness grew increasingly acute amid COVID-19 and shortage of affordable housing in metro areas. Although those seeking shelter may view transit property as a safe haven, their presence raises customer concerns about safety and security. In response, MARTA adopted a humane, service-centered approach to address the issue.

Working in pairs, MARTA HOPE teams — consisting of experienced case managers and uniformed field protective specialists — traverse the transit system. They engage individuals at rail stations and bus shelters as well as on trains and buses. The outreach teams work to find solutions that safeguard customers and employees while treating everyone with dignity and respect. The field protective specialists are trained in de-escalation tactics, crisis intervention, interpersonal communication, and cultural diversity. MARTA HOPE teams connect individuals who accept their help to services based on their respective needs including shelter, clothing, drug and alcohol counseling, mental health treatment, supplemental benefit programs, job opportunities, and family reunification.

Below is a snapshot of MARTA Hope Community Impacts for January to November 2024:



MARTA’s Transportation Assistance Program for the Homeless

Transportation is often a significant barrier for many individuals experiencing homelessness in finding and maintaining employment and accessing vital resources needed to become self-sufficient and economically independent. MARTA has implemented a Transportation Fare Assistance Program for qualified 501(c)(3) nonprofit agencies and government entities serving homeless clients. The Transportation Assistance Program provides 50% off Breeze round trip and 7-Day tickets to eligible organizations to purchase for homeless recipients.

Sub-recipient Assistance and Monitoring

MARTA Subrecipient Projects Title VI Updates (FY 2022-2024)

Subrecipient List

Subrecipient Name	Grant #	Project Title/Description	Project Summary & Phase Update	Title VI Complaints/Lawsuits 2022-2024 (Y or N)
City of Sandy Springs	GA-2019-015	Sandy Springs Transit Access Project	(See response below)	N
City of Sandy Springs (originally Perimeter Community Improvement District - PCID)	GA-2018-022	Medical Center to Dunwoody Marta Station (Lake Hearn Project) – Pedestrian Bicycle & Transit Connectivity Improvements	(See response below)	N
Community Farmers Markets (CFM)	21LFPPGA106	Fresh MARTA Market – USDA Local Food Promotion (LFPP) Program	(See response below)	N

Sub-recipient Project Summary & Phase Updates

As outlined under Title 49 CFR, Section 21.9(b) and FTA Circular 4702.1B, Chapter III, Parts 11 and 12, MARTA provided assistance and monitored its sub-recipients. During the period (FY2022-FY2024) of this Title VI Program submission, MARTA identified two sub-recipients and three projects: the Community Farmer’s Market (CFM), and the City of Sandy Springs.

MARTA heightened its efforts to increase sub-recipient tracking and monitoring and provided technical assistance by:

- Partnering with the MARTA Grants Office to ensure that MARTA grants have the required civil rights language.
- Formalizing the MARTA policies and procedures for monitoring sub-recipients **(Exhibit 7A)**.
- Sub-recipient Title VI compliance and monitoring

(Exhibits 7B)

- Sub-recipient Assistance & Monitoring

Community Farmer’s Market (CFM) Fresh MARTA Market project

The CFM sub-recipient did not have Title VI complaints or lawsuits in 2022–2024

Overview of the project's stages and what the project entails:

Project Summary:

The MARTA Market (MM), launched in 2015, provides affordable, fresh produce to low-income communities in Atlanta. Operated by MARTA in collaboration with Community Farmers Markets, it offers fresh produce at transit stations and through mobile routes.

Key Features:

- Support for Local Farmers: CFM purchases surplus produce, reducing waste and boosting farmers' incomes.
- Healthy Prepared Foods: Chefs create meals using seasonal produce, with a SNAP Match program doubling benefits.
- Expanding Access: Mobile markets will serve additional communities with limited grocery options.
- Community Impact: MM addresses diet-related diseases by improving access to healthy foods.
- Market Growth: Anticipated 15% increase in attendance and 10% growth in sales between 2024 and 2027

Sandy Springs Transit Access Project

The Sandy Springs’ sub-recipient did not have Title VI complaints or lawsuits in 2022–2024

Overview of the project's stages and what the project entails:

Project Summary:

The grant supports engineering and design services, as well as ROW, Utility and Construction activities. This project will provide 100% walk-up access to transit along the Roswell Road corridor from the City of Atlanta limits to 1-285. This project seeks to provide minimum six-foot wide sidewalks, ADA curb ramps, accessible bus stop pads, and streetscape elements (lighting, brick pavers, and landscaping) along the corridor. Construction of this project will improve pedestrian accessibility to MARTA Route 5, which provides daily bus service along the corridor.

Sandy Springs Lake Hearn Project

The Sandy Springs' sub-recipient did not have Title VI complaints or lawsuits in 2022–2024

Overview of the project's stages and what the project entails:

Project Summary:

The grant supports engineering and design services, as well as ROW, Utility and Construction activities for the City of Sandy Springs to implement the project. The project will add a bicycle/pedestrian facility on the west side of Peachtree Dunwoody Road from just north of I-285 to Hammond Drive which will connect to recently completed bicycle/pedestrian facilities that tie directly to the MARTA Medical Center Station.

Determination of Site Locations, New Starts, or Facilities

MARTA currently has no fixed-guideway projects or new facilities in stages of development where a service analysis is appropriate. All major MARTA expansion projects that could qualify for New Starts or Small Starts are currently in early stages of development. MARTA has not applied for New Starts or Small Starts funding for these projects at this time.

Environmental Justice

The Environmental Justice mandates found in FTA Circular 4702.1B, Chapter I, Part 6 and FTA Circular 4703.1, Chapter IV are followed by MARTA in relation to all construction projects. Based on these principles MARTA works to:

- Avoid, minimize, or mitigate adverse effects on minority and low-income populations.
- Ensure full and fair participation by all potentially affected protected communities.
- Prevent the denial of, reduction, or significant delay in the receipt of benefits by minority and low-income populations.

Therefore, MARTA integrated environmental justice analyses into its National Environmental Policy Act (NEPA) documentation for construction projects, which is required by NEPA. While preparing an Environmental Assessment (EA) or Environmental Impact Statement (EIS), MARTA integrated the following into its documentation:

- A description of the low-income and minority populations within the study area affected by the project, and a discussion of the method used to identify these populations.
- A discussion of all adverse effects that would affect the identified minority and low-income populations.
- A discussion of all positive effects that would affect the identified minority and low-income populations.

- A description of all mitigation and environmental enhancement actions incorporated into the project to address any adverse effects including, but not limited to, any special features of the relocation program that go beyond the requirements of the Uniform Relocation Act. Adverse community effects such as separation or cohesion issues, and the replacement of the community resources destroyed by the project were also addressed as applicable.
- A discussion of the remaining effects, if any, and why further mitigation is not proposed; and
- For projects that traverse both minority and low-income and non-minority and non-low-income areas, a comparison of mitigation and environmental enhancement actions, between minority and low-income and predominately non-minority and non-low-income areas is completed.

Transportation Improvement Program (TIP)

The Transportation Improvement Program is a listing of programmed projects, included in the long-range regional transportation plan, that have authorized funding. The window of the TIP is six years and includes projects submitted by the Georgia Department of Transportation (GDOT), the Georgia Regional Transportation Authority (GRTA) and governmental and community groups in the 13 counties forming the ARC Planning/Air Quality Non-Attainment area.

MARTA continues to encompass Environmental Justice principles in its planning efforts as the Authority takes an active approach improve transportation access and reliability. Examples of major projects are listed below:

Bus and Bus Facilities Program – The Bus and Bus Facilities program provides capital funding to replace, rehabilitate and purchase buses and related equipment to construct bus-related facilities.

Clayton Southlake Bus Rapid Transit - Bus rapid transit service between the MARTA Airport Station and Southlake Mall in Clayton County.

Campbellton Road Bus Rapid Transit - Bus rapid transit service on the Campbellton Road Corridor from the MARTA Oakland City heavy rail station to the Greenbriar Mall area.

Buford Highway Arterial Rapid Transit – High-capacity premium transit service along the Buford Highway Corridor in DeKalb County between the MARTA Lindbergh Center and Doraville heavy rail stations.

Candler Road Arterial Rapid Transit - Arterial rapid transit corridor from Avondale MARTA station to GSU's Panthersville campus via the Candler Road corridor. The Candler Road

ART project is an implementation of DeKalb County's goals that were established in the 2019 DeKalb Transit Master Plan. The DeKalb Transit Master Plan addressed mobility challenges, enhancements of future development opportunities, and the necessity for quality-of-life improvements within each region of DeKalb County.

SR 9/US 19 (Roswell Road) Transit Access Project - Supports regional safety and mobility goals by improving pedestrian access through filling the remaining sidewalk gaps on the east and west sides of Roswell Rd/SR 9. The project will also upgrade intersection curb ramps and bus stop pads to current ADA standards, and provide pedestrian crossing striping, where required. Highest ranked pedestrian project.

DeKalb County Transit Hubs - This project will construct two transit hubs for MARTA bus service serving South DeKalb County and the City of Stonecrest. The hubs, similar to transit centers, will provide improved waiting conditions for bus passengers including shelter, seating, and other amenities. The hubs will also provide dedicated space for MARTA's bus operations and layovers and provide connections to other first/last mile transportation modes such as walking, biking, and ridesharing. It is anticipated that each hub will construct a dedicated bus area with multiple bus bays, bus shelters and seating, signage, lighting, and additional amenities to be determined in the planning study. The hubs may also provide indoor facilities for passengers and operators, such as restrooms. One of the hubs may include the retrofit of an existing structure that could provide additional indoor amenities and services such as a waiting area.

III. Requirements for Fixed Route Transit Providers

System-wide Service Standards and Board approval

The FY 2024 MARTA Service Standards support the ongoing mission to provide a safe, clean, reliable, and cost-effective public transportation system that contributes to the sustainable growth, development, and improved the quality of life in the Atlanta Metropolitan region. In order to ensure compliance with Title VI regulations and mandates, MARTA monitors the performance of the MARTA transit system and annually presents new Service Standards to the GM/CEO and the MARTA Board of Directors for review and approval (**Exhibit 8**). The recent Service Standard changes emphasize on the service change process, updating language in the "Emergency Events" section to become more inclusive with present day issues, and condensing content to become more reader friendly.

Under the "Service Change Process", the Service Standards outline the nine steps necessary to implement changes in services. All steps include but are not limited to internal and external customer feedback, in which MARTA ensures contact information is equitably accessible for individuals that are visually or technologically challenged. During the process, MARTA conducts a Title VI analysis to better access community impacts and limit any partiality in service access.

Currently, MARTA assesses and compares the performance of each minority and non-minority route in the sample for each of the transit provider's service standards and service policies. In cases in which MARTA observes that service for any route exceeds or fails to meet the standard or policy, depending on the metric measured, MARTA analyzes why the discrepancies exist, and takes the appropriate steps to reduce the potential effects on minority or low-income communities. MARTA also evaluates transit amenities to ensure amenities are being distributed throughout the transit system in an equitable manner.

To consistently monitor transit services, MARTA developed a policy and procedure to determine whether disparate impacts exist on the basis of race, color, national origin, or income-status and applies the policy and procedures to the results of the monitoring activities. Upon completion of the monitoring process the Planning Department briefs and obtains approval from the MARTA Board of Directors. The MARTA annual monitoring program is well documented and includes the program results and Board approval. No disparate impacts on the basis of race, color or national origin were found during the current monitoring review.

MARTA strives to maximize accessibility and reliability. During peak service, using a total of 406 buses, 2 street cars, and 128 rail cars, MARTA operates a rapid transit system within Fulton County, DeKalb County, Clayton County, and the City of Atlanta. There are many ways that MARTA fulfills its service standard requirements. These include evaluating the following quantitative standards:

- Vehicle load
- On-Time performance
- Distribution of transit amenities
- Service availability

The Department of Bus Operations and Rail Operations are both central to the operation of the MARTA transit system.

The Department of Bus Operations:

- Is responsible for the overall management and coordination of the MARTA bus transportation and maintenance functions.
- Oversees the daily transport of passengers on the fixed route bus system.
- Contains the Bus Maintenance Unit, which is responsible for the maintenance of all non-revenue vehicles, buses, and Para-transit revenue vehicles.

The Department of Heavy Rail Operations:

- Provides safe and efficient operation of all rail car movement on the MARTA rail system.
- Manages the Rail Services Control Center.
- Maintains the rail fleet in a safe and reliable operating condition.
- Provides rail cars in sufficient quantities to meet the daily service milestones established by MARTA.
- Ensures a safe, reliable, and sanitary infrastructure and operating system for internal and external customers.

- Provides maintenance and management support for various systems critical to operations.
- Oversees the safe and efficient operation of all rail car movement on the MARTA rail system.

The Department of Light Rail Operations:

- Provides safe and efficient operation of the Atlanta Streetcar.
- Serves 12 stop locations that connects to Peachtree Center, Georgia State University, the Sweet Auburn Curb Market, and more.
- Maintains four streetcar vehicles.
- Provides maintenance and management support for Streetcar systems critical to operations.

Transit Service Analysis and Monitoring Results (Exhibit 9)

For both bus and rail modes, annual reviews, including MARTA Board approval of the Service Standards and Board approval of major service changes/modifications, allow MARTA to assess the efficiency and cost effectiveness of services which are provided to the public. In addition, adherence to these standards ensures the highest quality of MARTA services and transit system access to every individual regardless of their race, color, or national origin by:

- Identifying quantifiable Service Standards that are used to measure whether or not the MARTA transit services achieve service delivery objectives and to evaluate whether the MARTA transit services are provided in an equitable manner.
- Outlining a Service Planning Process that applies the Service Standards in an objective, uniform, and accountable manner.
- Involving the public in the Service Planning Process in a consistent, fair, and thorough manner.

The communities within the MARTA Service area are diverse and constantly changing. Guidelines which reflect these changes are established and outlined in the Service Standards which allow for the consistent and continual evaluation of services.

In addition to the Service Standards, MARTA's Office of Transit System Planning also monitors bus transit through the creation of Bus Route Service Profiles which are updated and published three times each year. The Bus Route Profile document includes route information and performance scorecard pages for each bus route along with detailed route maps and written synthesis of reported issues and the actions taken by MARTA for each bus route cover a respective four-month period. The route information pages list the details that are exclusive to each route including: schedule information, which catalogs features of the route with respect

to alignment; schedule information, which catalogs the hours of operation and headway of the route by the day of the week; and lifeline information, which catalogs the lifeline facilities (i.e., critical facilities to which MARTA has deemed necessary to protect access as a public service to patrons, especially those originating from low-income and transit-dependent areas.

The Bus Route Profile document provides increase transparency and accountability by presenting clear, concise, and user-friendly information about bus route operations and performance. These documents are available upon request.

MARTA is responsible for providing transit services and access to its facilities without regard to race, color, or national origin as required by Title VI of the Civil Rights Act of 1964. Likewise, MARTA is responsible for providing these services and access without regard to income under Executive Order 12898, signed into law by President Bill Clinton in 1994. Accordingly, MARTA's goal is to ensure equity in how its services are provided to all individuals regardless of race or income level.

MARTA follows regulatory guidance provided in FTA Circular 4702.1B – Title VI Requirements and Guidelines for Federal Transit Administration Recipients. Chapter IV, Requirements and Guidelines for Fixed-Route Transit Providers provides specific service monitoring requirements in Section 6 – Requirement to Monitor Transit Service.

As required by Section 6, MARTA sets quantitative service standards and policies on an annual basis. These Board-adopted service standards guide MARTA's planning and operational decisions, protecting against discriminatory practices. At least every three years, these standards and policies should be analyzed and monitored to ensure that service quality is equitable when comparing minority and non-minority routes, as well as low-income and non-low-income routes.

MARTA conducted analysis on the four standards to identify any violations of the standards. Additional information is provided for the service policies, including a demographic analysis of MARTA's transit amenities. These analyses were completed using demographic data from the U.S. Census American Community Survey in combination with MARTA system data derived from geographic information systems (GIS) databases, and data collected by the automated fare collection (AFC), automated passenger counting (APC) and vehicle location (AVL) systems.

Results of the analysis are summarized below.

Standard	
Load Factors (Vehicle Load)	No violations of the load factor standard were observed for any minority or low-income routes or rail lines.
Headways	No violations of the headway standard were found for any minority or low-income routes or rail lines. No low-income or minority route exceeded the 60-minute headway standard.
On-Time Performance	All four bus route groups – minority, non-minority, low-income, and non-low-income – met the on-time performance standard. Minority and low-income route groups performed slightly better than non-minority and non-low-income route groups. Minority rail lines performed better than non-minority lines, and all rail lines were low-income.
Transit Access (Service Availability)	Minority and low-income residents within MARTA’s transit access area (within 1/4-mile of bus routes and 1/2-mile of rail stations) are slightly over-represented compared to the entire 3-county MARTA service area population.

Information about the two included service policies is summarized below.

Policy	
Transit Amenities	<p>All buses offer identical amenities across the bus fleet. Trains offer identical amenities across the rail fleet, and rail stations offer identical amenities across the entire rail system.</p> <p>Bus stop amenities are located based on ridership, service, equity, and land use factors, and are more commonly located in minority and low-income areas. MARTA is working aggressively to increase the number of bus stop amenities and has relaxed its criteria to allow more flexibility in minority and low-income placement.</p>
Vehicle Assignment	Buses of various types are assigned at the divisional level (by garage), considering fuel type, availability, peak vehicle requirement, and maintenance capabilities. All rail vehicles are the same type.

Collecting and Reporting of Demographic Data

Demographic and Service Profile Maps During the Triennial Title VI Program reporting period, MARTA collected demographic data, including Demographic and Service Profile Maps and Charts, in order to determine the extent to which members of minority groups are beneficiaries of MARTA programs, are affected prior to any proposed service reductions or eliminations. **(Exhibit 10A-10E).**

As required under Circular 4702.1B, MARTA updated its demographic and service profile maps using 2015-2019 American Community Survey (ACS) data from the Census Bureau and Geographic Information System (GIS) technology, as follows:

1. A base map of the MARTA service area that overlays Census block groups, including transit routes, fixed guideway alignments, transit stops and stations, depots, maintenance and garage facilities, administrative buildings, and major activity centers streets and highways. This map portrays the three-county MARTA service area, fixed guideways (the MARTA rail system), transit stations (rail stations and park/ride lots), bus routes, operations and maintenance facilities, and administrative facilities. Major roads, expressways, and ridership generators (high schools/colleges and hospitals) are also shown **(Exhibit 10-A)**.
2. A map highlighting facilities that were recently replaced, improved, or are scheduled (projects identified in planning documents) for an update in the next five years was also created. This map shows all of the layers from the Minority Populations and Fixed Transit Facilities Map, with color-coded highlights to indicate recent and upcoming facility improvements. The information on this map is used to monitor transit facility improvements and ensure equitable improvements between minority and non-minority areas **(Exhibit 10-B)**.
3. A demographic map that plots the information listed in (1) above and also shades those Census block groups where the percentage of the total minority population residing in these areas exceeds the average percentage of minority populations for the service area as a whole. This map shows the basic transit system elements from the base map with an overlay of minority census block groups that exceed the service area average. The data shown on this map is used to monitor equitable provision of transit services, particularly bus routes **(Exhibit 10-C)**.
4. A map overlaying minority population with fixed transit facilities, such as bus shelters, transit stations, and fixed guideways. This map shows all layers from the base map, plus a layer of bus shelter locations, with an overlay of minority census block groups that exceed the service area average. The information on this map is used to monitor the equitable distribution of bus shelters and other passenger amenities **(Exhibit 9-D)**.
5. A map depicting block groups where the percentage of the total low-income population residing in these areas exceeds the average percentage of low-income populations for

the service area as a whole. This map shows the basic transit system elements from the base map with an overlay of low-income census block groups that exceed the service area average. Per Circular 4702.1B, the data on this map is used to identify low-income areas for environmental justice considerations (**Exhibit 10-E**).

Demographics and Travel Patterns - The Department of Research and Analysis (R&A), provides ridership statistics and analyses for the Title VI assessments produced by MARTA. The specific tasks carried out include: the collection of customer feedback, system usage and demographics, including fare payment methods. R&A is responsible for the collection and analysis of modal ridership, as well as completion of the Title VI fare increase impact analysis required with any fare increase. In relation to the MARTA Title VI Program, the Office oversaw:

- The collection of information on MARTA riders’ opinions of the quality of service they receive.
- The collection of information on MARTA riders’ demographics and travel patterns.
- The identification of bus routes and rail stations that have high percentage of minority and/or general rider usage.
- The collection of information regarding the percentage of MARTA riders that have language barrier constraints.
- Analyses of the impact of changes in fares and parking fees.

As part of their data collection process, R&A conducts an annual Voice of the Customer survey with several thousands of respondents each year. The survey tracks changes in customers’ perceptions of service as well as the impact of improvement programs on an annual basis. It also provides data and analysis in designing initiatives and priority setting for future service improvement programs. In conducting the survey, MARTA uses I-Speak cards when necessary. In addition, bilingual surveyors were placed on highly Spanish-speaking routes and surveys were translated into Spanish. The Voice of the Customer survey includes questions about the primary language spoken at home. Survey respondents who indicated that they spoke a language other than English in the home were asked to rate their ability to speak, read, and understand English.

The FY2024 Voice of the Customer survey database was used to compile information on demographic attributes of MARTA’s riders for Title VI Assessment. The report presents statistics from 1,021 surveys that R&A Data Collection Specialists distributed on board MARTA’s rail and fixed route bus systems.

In order to comply with the reporting requirements in 45 CFR Section 21.9 (B), the tables that follow present FY2024 Voice of the Customer demographic information on race, income, and modes of transit used.

Race

Race	FY24 %
Black	66.6%
White	14.6%
Hispanic or Latino	10.9%
American Indian / Alaska Native	1.6%

Asian, Pacific Islander	5.1%
Other	1.0%
Total	100%

Annual Household Income

Income Range	Percent
Under \$15,000	22.2%
\$15,000 - \$24,999	19.2%
\$25,000 - \$49,999	26.3%
\$50,000 - \$99,999	20.1%
\$100,000+	12.1%
Total	100%

Travel Patterns of Riders/Usual Mode of Travel

Mode	Percent
Rail Only	28.2%
Bus Only	30.6%
Bus & Rail	41.1%
Total	100%

Comparative Analysis - Based upon the requirements as outlined in FTA Circular 4702.1B, Chapter IV, Section 5b, the following is a demographic profile that compares minority and non-minority riders on the variable's household income, trip patterns, trips taken and fare payment method. This information is used to support the fare equity analysis that will be discussed in detail in a separate section.

For these tables, Minorities are defined as outlined under FTA Circular 4702.1B, Chapter 1, Section 5q, which include the following:

- 1) American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
- 2) Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- 3) Black or African American, which refers to people having origins in any of the Black racial groups of Africa.
- 4) Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- 5) Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

Comparative Summary - More than 8 out of 10 MARTA riders (86.2%) fall into a minority classification. Compared to non-minorities, minority riders tend to be:

- Lower in income
- More likely to use bus service, either alone or in combination with rail service
- Have higher usage of 7 day passes and lower usage of multi-trip passes
- More frequent riders (9 trips or more per week)

Comparison of Income – Minorities vs. Non-Minorities

Income Range	Minorities	Non-Minorities
Under \$15,000	25.3%	6.3%
\$15,000 - \$24,999	21.4%	6.3%
\$25,000 - \$49,999	27.4%	18.0%
\$50,000 - \$99,999	18.1%	30.6%
\$100,000+	7.8%	38.7%
Total	100.0%	100.0%
Median Income Category	\$25,000 - 49,999	\$50,000 - 99,999
The percentage of minorities versus non-minorities at each income category were statistically different at the 95% confidence level.		

Comparison of Mode Usage – Minorities vs. Non-Minorities

Mode	Minorities	Non-Minorities
Only riding the train on this trip	22.6%*	66.4%*
Only riding the bus on this trip	33.9%*	6.6%*
Riding both bus and train on this trip	43.5%	27.0%
Total	100.0%	100.0%

The percentage of minorities versus non-minorities using each service mode or combination were statistically different at the 95% confidence level.

Comparison of Fare Media Used – Minorities vs. Non-Minorities

Fare Media	Minorities	Non-Minorities
Breeze card	68.8%	69.3%
Breeze Mobile	18.4%	15.0%
Breeze Ticket	3.0%*	7.1%*
Cash	5.9%	2.4%
Reduced Fare Card (Senior Citizens)	2.8%	3.1%
Other (please specify)	1.1%	3.1%
Total	100.0%	100.0%

* For each row, percentages marked with an asterisk are statistically different at the 95% confidence level.

Comparison of Fare Products Purchased – Minorities vs. Non-Minorities

Fare Products	Minorities	Non-Minorities
30-day pass	14.3%	12.5%
1 to 4-day pass	6.3%	6.3%
7-day pass	24.1%*	1.6%*
Single or round trip	36.1%	39.1%
10 or 20 Trip pass	13.9%*	30.5%*
Stored Value	2.4%	3.9%
Other (please specify)	2.9%*	6.3%*
Total	100.0%	100.0%

* For each row, percentages marked with an asterisk are statistically different at the 95% confidence level.

Comparison of Trips Per Week – Minority vs. Non-Minority Riders

Trips per Week	Minorities	Non-Minorities
Light (0-4 per week)	31.7%*	56.8%*
Moderate (5-8 per week)	34.9%*	24.3%*
Heavy (9 or more per week)	33.5%*	18.9%*
Average Trips Per Week	7.4	5.1
* For each row, percentages marked with an asterisk are statistically different at the 95% confidence level.		

Comparison of Fare Media Used – Low Income vs. Medium or High Income

Fare Media	Low Income (≤ 150% of Poverty Level)	Medium or High Income (>150% of Poverty Level)
Breeze card	62.7%*	71.2%*
Breeze Mobile	22.1%	18.8%
Breeze Ticket	1.7%*	5.8%*
Cash	8.1%*	2.4%*
Reduced Fare Card (Senior Citizens)	4.2%*	0.3%*
Other (please specify)	1.2%	1.5%
Total	100.0%	100.0%
* For each row, percentages marked with an asterisk are statistically different at the 95% confidence level.		

Comparison of Fare Products Purchased – Low Income vs. Medium or High Income

Fare Products	Low Income (≤ 150% of Poverty Level)	Medium or High Income (>150% of Poverty Level)
30-day pass	14.7%	13.1%
1 to 4-day pass	7.4%	4.0%
7-day pass	25.3%*	14.0%*
Single or round trip	34.9%	39.9%
10 or 20 Trip pass	12.0%	22.6%
Stored Value	2.7%	3.0%
Other (please specify)	2.9%	3.4%
Total	100.0%	100.0%
* For each row, percentages marked with an asterisk are statistically different at the 95% confidence level.		

Language Spoken at Home - In order to comply with FTA Circular 4702.1B, the Research and Analysis Voice of the Customer Survey asks patrons which languages they speak at home. Survey respondents who report speaking a language other than English at home are asked to rate how well they speak English.

Research and Analysis also reviews current Census data to supplement survey data on languages spoken at home by residents of the MARTA service area. Detailed tables from the Voice of the Customer Survey and U.S. Census American Community Survey can be found in the MARTA LEP Plan.

Major Service Change Policy (Exhibit 11)

The Urban Mass Transportation Act of 1964 as amended requires that recipients of federal financial assistance establish a local process to receive and consider public comment prior to fare changes and major service reductions. In addition, MARTA's enabling legislation (MARTA Act) provides that:

“The Board shall determine by itself exclusively after public hearings as hereinafter provided, the routes to be operated by MARTA, the scheduled services to be made available to the public and, the amounts to be charged, therefore. Before making any determinations as to scheduled services or amounts to be charged for such services....the Board shall first hold at least one public hearing after giving notice of the time and place by twice advertising on different days in the newspaper having the largest circulation in the metropolitan area not more than ten days or less than five days prior to the hearing. As to all other matters, the Board may hold such public hearings as it may deem appropriate, and as to all public hearings, it may prescribe reasonable rules and regulations to govern such hearings not inconsistent with the Act.”

The MARTA Service Equity Policies require that the following service change actions be taken only by the Board following the public hearing process referenced in the MARTA Act, above

- The establishment of a new bus route to include the initial service alignment and headway parameters for that route.
- A substantial geographical alteration: Addition or deletion of more than one and one-half (1½) directional miles on a given route.
- The discontinuation of any bus service not under the demonstration project status.
- A major route modification which causes a 25% or greater reduction in the number of daily trips provided. This may also apply to route/rail segments as appropriate.
- The extension of any MARTA Rail line.
- Discontinuation of rail services to any rail station currently served.
- Discontinuation of any bus/rail services on any service days.
- Implementation of new service.

An accurate stenographic transcription or audio recording will be made of each public hearing. Public hearings will be held at accessible facilities convenient to the affected customers and accessible to the disabled.

The quantified population percentages are then compared to the MARTA service area averages for minority and low-income populations. When the percentages for impacted minority and low-income populations are higher than the service area average for these populations, impacts are considered disproportionate.

Determination of System-Level Impacts - To determine the final system-wide impacts of the service changes, MARTA compares the percentages for impacted minority and low-income populations (all impacted tracts) to the service area average (threshold). If the percentages for impacted minority and low-income populations exceed the service area averages, the changes overall are re-examined.

Following is the analytical process that was used to determine whether disparate impacts exist during the last plan year. MARTA looked at the impacts on a route-by-route basis. For each route, MARTA provided the following information:

- A brief description of the service change
- Ridership impacts of the service change
- Demographic impacts of the service change
- Description of available service alternatives for impacted riders

Analysis was conducted using GIS. Ridership data was examined at the stop level, allowing MARTA to identify a precise estimate of how many people would be affected each change. Demographic data was summed to the route level by tract in the following ways:

- If a route had headway changes or was discontinued, all tracts along the route were assessed.
- If a route had a routing change, only tracts along the affected route segment were assessed.
- If a route had span of service changes, only tracts where ridership activity was present during the proposed discontinued times were assessed.

Once minority and low-income population data had been summed for the impacted tracts on a route, a percentage was taken for these populations and compared to the service area averages. If a route change would affect a higher percentage of minority or low-income riders than were present in the service area, it was considered as having potentially disproportionate impacts.

Information for all changes on a route was compiled and presented in the Service Equity Analysis conducted by MARTA. Maps of demographics and route changes in the service area were also provided as a part of this analysis.

4702.1B Requirements - Regarding specific requirements of the FTA Circular, MARTA assessed the effects of the proposed service changes on minority and low-income populations,

For route changes (a):

- MARTA provided maps of the routes that were eliminated, reduced, added, or expanded, overlaid on a demographic map of the service area that highlights census tracts where the total minority and low-income population is greater than the service area average.
- These maps of routes that were changed and the service area's minority and low-income tracts are contained in the Title VI Service Equity Analysis.
- The data from these service area maps is present on all route-level maps that show routing changes and discontinued routes. These maps are contained in the Title VI Service Equity Analysis.

For span of service (b):

- There was no data from ridership surveys to indicate whether low-income or minority riders were more likely to use the service during the hours and/or days that would be eliminated.
- As a result, ridership data in conjunction with demographic data was used to assess these impacts, specifically identifying ridership activity during the time period proposed for changes.

In its Equity Analysis MARTA assessed the alternatives available for people affected by the fare increase or major service changes and provided a summary of these alternatives for each route. MARTA also described the actions the agency proposed to minimize, mitigate, or offset any adverse effects of proposed fare and service changes on minority and low-income populations when needed, which includes public participation, cost-containment measures, and other mitigating processes. MARTA also determines which, if any, of the proposals under consideration would have a disproportionately high and adverse effect on minority and low-income riders by looking at route-by-route descriptions of ridership and demographic impacts, along with other rated information.

Evaluation of Service and Fare Changes – MARTA did not have any fare changes during the program plan period and does not anticipate a fare change in the near future. However, MARTA has undergone and will continue to undergo major service changes.

Service Equity Analysis - Circular 4702.1B specifies that data sources should be carefully selected depending on the type of service change being analyzed. Ridership demographics at the route level (collected by MARTA) will be required for some changes, while census demographics will suffice for others.

Demographics from ridership data are suited for the following changes:

- Deletion of more than 1 and ½ directional route miles on a given route.
- Discontinuation of any bus service not under the demonstration project status.
- A major route/rail modification which causes a 25% or greater reduction in the number of daily trips provided.
- Discontinuation of rail services to any rail station currently served.

- Discontinuation of any bus/rail services on any service days.

Demographics from census data are suited for the following changes:

- Establishment of a new bus route.
- Addition of more than 1 and ½ directional route miles on a given route.
- The extension of any MARTA rail line.

Service Modifications (Exhibit 12)

During this Plan period, as part of MARTA's regular service modification process (also known as "mark-up," which occurs three times per year), major service changes were considered on a total of three routes in order to connect to new employment opportunities and adjust to new roadway configurations. Service equity analyses were completed on all proposed changes that met the "major service" threshold. In accordance with MARTA's public hearing guidance, public hearings were held to receive feedback from communities affected by the proposed changes. No potential disparate impacts or disproportionate burdens were found with these proposed changes, which were implemented in April and December of 2024.

MARTA's Fare Policy

As excerpted from the MARTA Act, Section 9 (h), MARTA's official fare policy, as determined by the Georgia State Legislature is as follows (**Exhibit 13**):

Notwithstanding any other provisions of this Act to the contrary, not later than 120 days after the end of each fiscal year of the Authority, the Board shall adjust the amounts to be charged for transportation services to the public so that the total funds to be received from transit operating revenue during the fiscal year ... shall be no less than thirty-five percent of the operating costs of the system for the immediately preceding fiscal year. In making such adjustments, the Board shall be authorized to rely upon estimates of all revenue, patronage, and other factors which may affect the amounts to be charged for transportation services to the public; provided, if such amounts actually charged during one fiscal year resulted in transit operating revenue less than that required under this subsection, the amounts to be charged the immediately succeeding fiscal year shall be sufficient, along with all other transit operating revenue, to make up such deficit as well as meet the other requirements of this subsection.

Guiding Principles - To comply with the state mandated fare policy and FTA Circular 4702.1B, it is MARTA's responsibility to determine how best to arrange its fare structure. In doing so, MARTA seeks to reflect the following principles:

- Maintenance of a flat-fare policy with free transfers when rides are purchased with Breeze media. This principle will remain in effect at least until after regional fare studies

have been completed. Pending the recommendations of these studies, variable based fares may be considered in the future.

- Maximization of ridership through maintaining the satisfaction of current riders plus attracting new riders.
- Maximization of revenue through encouragement of stored time period purchases.
- Provision of rewards for frequent ridership through discounted fare media for multi-trip purchases.
- Satisfaction of Title VI principles governing the equitable application of fares so as not to disproportionately burden, or disparately impact, protected populations.
- Meaningful public engagement in the decision-making process for fare policy development and future fare changes.

Fare Structure Changes and Title VI Statement - All future proposed changes in fare structure shall be subject to the Title VI data analysis and impact assessment process, as required by the Federal Transit Administration (FTA).

In general, the Title VI fare equity data analysis shall be based on the examination of the proposed fare structure change using MARTA's internal Fare Elasticity Model, in conjunction with demographic data from MARTA's internal Quality of Service survey of customers. The FTA Circular C 4702.1B, Chapter IV-19 requires that fare equity analyses be completed using a four-step process, as follows:

- Determine the number and percentage of users of each fare medium being changed.
- Review fares before the change and after the change and compute the percentage increase (or decrease) associated with each.
- Compare the differences for each particular fare medium between protected population users and other "general" users.
- Compare the differences for each particular fare medium between low-income users and other "general" users.

For MARTA, the fare types to be analyzed are a) Base Fare media; b) Discounted 20-Trip Pass; c) 1-4- and 7-Day Passes as a group; d) 30-Day, Monthly, and Annual Passes as a group; e) Reduced Fare Program media as a group; f) Mobility Program media as a group. Categories "e" and "f" are by definition for protected populations, while the other categories are used by protected populations and low-income populations to a greater or lesser extent. Approximately 96% of all paid passenger boarding's on MARTA are made using one of these categories.

The thresholds for minority disparate impact and low-income disproportionate burden are set in two steps as follows:

- If the percentage increase in fare from the existing fare structure to the proposed fare structure for a particular fare payment method is more than 5.0 percentage points

greater than the base fare percentage increase, then the particular fare payment method will be subject to a statistical analysis.

- In the statistical analysis, if the protected population's usage proportion for that same fare payment method is tested to be statistically greater than the general riding population's usage proportion for that fare payment method, then the proposed increase in the particular fare payment method will be determined to have a disparate impact or disproportionate burden. The statistical test to be used is the Difference in Proportions test for two dichotomous variables at the 95% significance level.

In a case where disparate impact or disproportionate burden is found, MARTA will implement that fare change only if there is a substantial legitimate justification and will describe the available alternatives to minority and/or low-income populations affected by the fare change, including taking steps to avoid, minimize, or mitigate adverse impacts where practical. These steps will be undertaken as part of MARTA's public engagement process, including public hearings.

Fare Increase – At the time, MARTA is not proposing a fare increase during the program plan period. If MARTA does propose a fare increase, MARTA will launch an extensive outreach plan and public comment period to educate riders and the general public about the fare policy change, potential fare change scenarios and to collect public feedback on the proposals.

Fare Equity Analysis – In the event that MARTA decides to propose a fare change, to ensure that the proposed revisions to the fare policy do not have a disparate impact on the minority population and/or a disproportionate burden on the low-income population, MARTA would conduct a fare equity analysis during the planning phase.

If any disparate impact or disproportionate burden is found, MARTA will consider steps to avoid, minimize, or mitigate the adverse impacts and reanalyze the modified changes to determine if the impacts are removed or lessened. Below is the procedure MARTA would use to complete the Title VI Fare Change Impact Assessment:

- **Determine the number and percent of users of each fare medium being changed.** This step is performed by cross tabulating the Quality-of-Service Survey fare payment method responses by the race, ethnicity, and household income responses.
- **Review fares before the change and after the change.** This step is performed by calculating the percentage change between the “before” fare and “after” fare for each major fare payment category.
- **Compare the differences for each particular fare medium between minority users and overall users.** Each minority group of survey respondents (African American, Asian-American, Hispanic, etc.) is treated separately vis-à-vis those survey respondents who are not from among that group. For example, the proportion of Hispanic riders using the Seven-Day Pass is compared to the proportion of non-Hispanic riders (of whatever race/ethnicity) using that same fare payment method. A statistical test using

these proportions and the associated sample sizes is performed to judge whether the difference between the two proportions is significant.

- **Compare the differences for each particular fare medium between low-income users and overall users.** The survey respondents are divided into one group with household incomes meet the Health and Human Services guidelines for poverty level, and another group with household incomes equal to or greater than that amount. These are characterized as low-income and high-income groups, respectively. The proportion of low-income riders using (for example) the Seven-Day Pass is compared to the proportion of high-income riders using that same fare payment method. A statistical test using these proportions and the associated sample sizes is performed to judge whether the difference between the two proportions is significant.

The appropriate tables are included in the analysis for submittal in the final document which includes any planned actions for mitigating any impact which may occur due to the proposed fare increase.

Fare Change Procedures - MARTA's Quality of Service Surveys have the most current information on fare payment methods and other items such as: rider demographics, loyalty, and satisfaction. Information from the surveys was used to complete the tables found in the demographic profile. Questions taken directly from the report were cross tabulated to get more specific demographic data used for the analysis. Essentially, MARTA's Research and Analysis Department cross tabulated fare payment method by multiple other demographic items, such as age, annual household income, gender, and race/ethnicity. The criterion used to determine this is whether a demographic group's percentage of usage of a specific fare payment method is greater than half standard deviation higher than the group's overall MARTA usage, regardless of fare payment method.

EXHIBIT 1
TITLE VI - APPROVAL
VERIFICATION



BOARD OF DIRECTORS MEETING
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY
THURSDAY, FEBRUARY 13, 2025
ATLANTA, GEORGIA

1:30 P.M.

AGENDA

- Public Comment [submittals via telephone, U.S. mail, email and in person]
- 1. Approval of the January 9, 2025, Board Meeting Minutes
- 2. Resolution authorizing the issuance, sale, execution and delivery of the (i) Metropolitan Atlanta Rapid Transit Authority Sales Tax Revenue Bonds, Series 2025A (Green Bonds), and (ii) Refunding Series 2025B (Green Bonds)
- 3. Business Management Committee Report
 - a. Resolution Authorizing the Approval of the MARTA 2025-2028 Title VI Program
 - b. Resolution Authorizing the Award of a Contract for Armed Security Guard Coverage for Revenue Operations IFB B50381- A
- 4. Planning and Capital Programs Committee Report
 - a. Resolution Authorizing Award of a Contract for the Procurement of Disposal of Land Parcel D4138-Surface Area, IFB B50513
 - b. Resolution Authorizing a Non-Exclusive Revocable License Agreement with NCWPCS MPL 27-YEAR Sites Tower Holdings LLC in the amount of \$699,574.01 for continued operation of the AT&T Statewood Cell Tower, MARTA Parcel D7012Y, Fulton County, Atlanta, GA.
 - c. Resolution Authorizing a Non-Exclusive Revocable License Agreement with Crown Castle South, LLC in the amount of \$404,190.41 for continued operation of the Arts Center Cell Tower, MARTA Parcel D3079Y, Fulton County, Atlanta, GA.

- d. Resolution Authorizing the Award of a Contract for Professional Consultant Services for Clayton County Southlake BRT Transit-Oriented Development Planning Study, RFP P50484
 - e. Resolution Authorizing the Solicitation of Proposals for the Procurement of Design/Build Services for NextGen Bus Network Redesign Infrastructure, RFP P50669
 - f. Resolution Authorizing the Solicitation of Proposals for the Procurement of Program Management Consultant Services for the GA 400 BRT, RFP P50661
 - g. Resolution Authorizing the Solicitation of Proposals for the Procurement of Communications Based Train Control (CBTC) Project Management Consultant (PMC) Support Services, RFP P50662
5. Operations and Safety Committee Report
- a. Resolution Authorizing the Award of a Contract for High Rail Trucks, IFB 50283
 - b. Resolution Authorizing a Modification in Contractual Authorization for On-Call Snow Debris Removal Services, IFB B47306
 - c. Resolution Authorizing a Modification in Contractual Authorization for Refuse Removal Services, IFB B38146
 - d. Resolution Authorizing a Modification in Contractual Authorization for Supplemental Shuttle Bus Services, RFQ Q50465
6. External Relations Committee Report
No action items.
7. Other Matters
8. Comments from the Board
9. Adjournment



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

MEETING OF THE BOARD OF DIRECTORS

THURSDAY, FEBRUARY 13, 2025

ATLANTA, GEORGIA

MEETING MINUTES

CALL TO ORDER AND ROLL CALL

Chair Jennifer Ide called the meeting to order at 1:30 P.M.

Board Members

Present:

Roderick Frierson
Freda Hardage
Al Pond
Thomas Worthy
Valencia Williamson
Jennifer Ide
Sagira Jones
Elizabeth Bolton-Harris

Board Members

Absent:

James Durrett
Russell McMurry
Kathryn Powers
Rita Scott
Jacob Tzegaegbe
Jannine Miller

Staff Members Present:

Collie Greenwood
Steven Parker
LaShanda Dawkins
Ralph McKinney
Rhonda Allen
Carrie Rocha
Jonathan Hunt
George Wright
Kevin Hurley
Michael Kreher

Also in Attendance: Justice Leah Ward Sears, Jacqueline Holland, Paula Nash
Tyrene Huff, Kenya Hammond, Phyllis Bryant

PUBLIC COMMENTS (SUBMITTALS VIA TELEPHONE, U.S. MAIL AND IN PERSON)

Akiem Williams [via email]
Joy McKenzie [in person]
Ivan Colter [in person]
Jacquelyn Word [in person]

1. APPROVAL OF THE MINUTES

Approval of the January 9, 2025, Board Meeting Minutes

Approval of the January 9, 2025, Board Meeting minutes. On a motion by Board Member Williamson, seconded by Board Member Hardage, the motion passed by a vote of 7 to 0 with 1 member abstaining and 8 members present.

2. RESOLUTION AUTHORIZING THE ISSUANCE, SALE, EXECUTION, AND DELIVERY OF THE (I) METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY SALES TAX REVENUE BONDS, SERIES 2025A (GREEN BONDS), AND (II) REFUNDING SERIES 2025B (GREEN BONDS)

Resolution authorizing the issuance, sale, execution, and delivery of the (i) Metropolitan Atlanta Rapid Transit Authority Sales Tax Revenue Bonds, Series 2025A (Green Bonds), and (ii) Refunding Series 2025B (Green Bonds).

Approval of a Resolution Authorizing the Issuance, Sale, Execution, and Delivery of the (i) Metropolitan Atlanta Rapid Transit Authority Sales Tax Revenue Bonds, Series 2025A (Green Bonds), and (ii) Refunding Series 2025B (Green Bonds). On a motion by Board Member Pond, seconded by Board Member Hardage, the resolution passed by a vote of 7 to 0 with 1 member abstaining and 8 members present.

3. BUSINESS MANAGEMENT COMMITTEE REPORT

Committee Chair Al Pond reported that the Committee met on January 23, 2025, and approved the following resolutions:

Committee Chair Report Business Management

Approval of Business Management Committee Resolutions 3a and 3b. On a motion by Board Member Worthy, seconded by Board Member Hardage, the resolutions passed by a vote of 7 to 0 with 1 member abstaining and 8 members present.

4. PLANNING & CAPITAL PROGRAMS COMMITTEE REPORT

Committee Vice-Chair Thomas Worthy reported that the Committee met on January 23, 2025, and approved the following resolutions:

Committee Chair Report Planning & Capital Programs

Approval of Planning & Capital Programs Committee Resolutions 4a, 4b, 4c, 4d, 4e, 4f and 4g. On a motion by Board Member Worthy, seconded by Board Member Hardage, the resolutions passed by a vote of 7 to 0 with 1 member abstaining and 8 members present.

5. OPERATIONS & SAFETY COMMITTEE REPORT

Committee Chair Thomas Worthy reported that the Committee met on January 23, 2025, and approved the following resolutions:

Committee Chair Report Operations & Safety

Approval of Operations & Safety Committee Resolutions 5a, 5b, 5c and 5d. On a motion by Board Member Hardage, seconded by Board Member Worthy, the resolutions passed by a vote of 7 to 0 with 1 member abstaining and 8 members present.

6. EXTERNAL RELATIONS COMMITTEE REPORT

Committee Chair Sagirah Jones reported that the Committee met on January 23, 2025.

Committee Chair Report External Relations

No action items.

7. OTHER MATTERS

None

8. COMMENTS FROM THE BOARD

None

9. ADJOURNMENT

The Board meeting adjourned at 2:05 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://www.youtube.com/live/h6yFv6QcfHq?si=QCkWvoVLzQYeKYgn>

**RESOLUTION AUTHORIZING THE APPROVAL OF THE
MARTA 2025 – 2028 TITLE VI PROGRAM**

WHEREAS, Title VI mandates that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving federal financial assistance; and

WHEREAS, in accordance with the requirements of Federal Transit Administration (FTA) Circular 4702.1B, Chapter III, Part 4, MARTA developed a Title VI Program which defines the commitment, made by MARTA, to the tenets of the Civil Rights Act of 1964, as amended, and necessitates the assurance of equal access and the equitable delivery of transit services and amenities to patrons throughout its service area; and

WHEREAS, as a recipient of FTA funds, MARTA must submit an updated Title VI Program to the FTA every three years; and

WHEREAS, MARTA's current Title VI Program expires on May 31, 2025;

BE IT RESOLVED THEREFORE, that the Board of Directors of the Metropolitan Atlanta Rapid Transit Authority approves the 2025 - 2028 Title VI Program and authorizes its submission to the Federal Transit Administration.

APPROVED AS TO LEGAL FORM:

DocuSigned by:

AA2A4DF3C56F44C...

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**

EXHIBIT 2
NON-DISCRIMINATION
POLICY/PROCEDURE &
FORM



Complaint Resolution Process and Procedure to Ensure Non-Discrimination and Equal Opportunity in Federally Assisted Programs or Activities of the Metropolitan Atlanta Rapid Transit Authority (MARTA)

Purpose

MARTA is committed to ensuring that no person is excluded from participation in, denied the benefits of, or subjected to discrimination under any program, activity, or service that it provides. It is impermissible for a recipient, subrecipient, or other person to intimidate, threaten, coerce, or discriminate against any individual for the purpose of interfering with any right or privilege secured by:

- *Title VI of the Civil Rights Act of 1964*, which prohibits discrimination based on **race, color, or national origin** (including **language**).
- *Section 504 of the Rehabilitation Act of 1973*, which prohibits discrimination based on **disability**.
- *Title IX of the Education Amendments Act of 1972*, which prohibits discrimination based on **sex** in education programs or activities.
- *Age Discrimination Act of 1975*, which prohibits discrimination based on **age**.
- *U.S. Department of Homeland Security (DHS) regulation 6 C.F.R. Part 19*, which prohibits discrimination based on **religion** in social service programs.

It is also unlawful to retaliate against an individual because the individual has made a complaint, testified, assisted, or participated in any manner in an investigation, proceeding, or hearing.

This procedure establishes a framework for taking reasonable steps to ensure access to all services provided by MARTA for all program beneficiaries (e.g., program participants, customers, clients, consumers, members of the public, sub-recipients, consultants, and contractors) This program establishes procedures whereby MARTA will receive and investigate allegations of discrimination.

Definitions

An **informal charge** is defined as any verbal or written communication received by customer service staff from members of the public referencing a general complaint regarding the violation of civil rights to any programs or services provided in part with federal funds.

A **formal complaint** is defined as any written complaint of discrimination filed by an individual or group, signed by the complaining party on MARTA's Complaint Form seeking to remedy perceived discrimination by facially neutral policies, practices, or decisions, which have an adverse impact which resulted in the inability to gain access to services, amenities, programs, or activities financed

in whole or in part with federal funds. Such complaints include, but are not limited to, allegations of:

- Failing to provide comparable services
- Policies and practices that act as arbitrary and unnecessary barriers to equal opportunity.
- Denied opportunity for equitable participation
- Provision of fewer services or benefits and/or inferior services or benefits to members of a protected group.
- Differential exposure of protected groups to environmental hazards
- Patterns of disparate treatment; and
- Disproportionate adverse effects on social and economic parameters (e.g., access to services, healthcare facilities, employment opportunities and community cohesion)

This procedure explains each stage of the complaint process for formal and informal discrimination charges, communicates the rights and responsibilities of the Complainant, and states the responsibilities of MARTA. Informal charges and formal complaints should be filed within 180 calendar days of the event, which forms the basis of the claim; if the concern is ongoing, the charge/complaint should be filed within 180 calendar days of the last occurrence.

This procedure does not preclude the right of any Complainant to file complaints directly with the Federal Transportation Administration (F.T.A.), Department of Homeland Security (DHS), or to seek private legal representation. The time required to process investigations will vary depending on the complexity of the issue; however, every effort will be made to ensure a speedy resolution of all complaints at the lowest possible level within 90 business days.

The option of informal mediation meeting(s) between the affected parties may be utilized for resolution. Compliance with Title VI and other federal civil rights laws is the responsibility of every MARTA employee. The Diversity & Inclusion (D&I) Office monitors compliance, reporting, investigation, and program administration.

Processing of Informal Complaints

Intake of informal customer complaints is received and documented in the Helpdesk Expert Assistance Tool (H.E.A.T.) tracking software system by a Customer Service Center employee. Complaints can be made by telephone calls, emails, letters, walk-ins, Board Meetings, Public Hearings, Social media, outreach events, and the Customer Comment link on the MARTA website www.itsmarta.com. Complaints can be made by calling (404) 848-5000, via email to custserv@itsmarta.com, online at <https://www.facebook.com/MARTATransit>, <https://www.instagram.com/martatransit/>, <https://twitter.com/MARTAservice> or by mail to MARTA Customer Service Center, 2424 Piedmont Road, Atlanta, Georgia 30324.

The Customer Care Center employee will obtain detailed information regarding the incident, who, what, when, where, and why. Each report is assigned a unique ID number provided to the customer and used for tracking the report. All reports should be assigned and forwarded to the appropriate department within 2 hours of receipt.

Customers reporting a concern (informal complaint) will be responded to within 10 business days

from initial contact. The time required to process investigations will vary depending on the complexity of the issue; however, every effort will be made to ensure a speedy resolution of all complaints at the lowest possible level within 90 business days. Denise Brown, Equity Administrator – 404-848-5240 will monitor the complaint to ensure proper assignment, processing, investigation, resolution, and complainant close-out has occurred.

There is no right to appeal the resolution of an informal charge. However, the party reserves the right to file a formal complaint within 180 business days.

Processing Formal Complaints

Intake of formal complaints is generated through verbal or written communication of a concern presented to MARTA staff. Any MARTA employee who receives a complaint of this type will direct the Complainant to the Office of Diversity & Inclusion (D&I). D&I staff will provide a formal complaint form to the Complainant. A complainant must sign and submit the completed complaint form to Hakeem Muhammad, D&I Manager – 404-848-5240. The D&I Manager shall review the matter to determine jurisdiction, assign an investigator if it is determined that the matter merits investigation, and monitor response dates. The Investigator shall enter the complaint into the database. The Complainant will be notified within 10 days of signing the complaint of its acceptance or denial.

Jurisdiction will be determined based on information provided in the written complaint. A complaint shall be investigated unless:

- It fails to state facts that could establish intentional unequal treatment as described in the definitions section of this procedure.
- If a determination is made that the matter is outside the scope of this procedure, D&I will notify the customer and the affected department in writing within a reasonable period.

The assigned Investigator will take the following steps:

- Identify the basis of the alleged unequal treatment
- Ascertain what, where, when, and why the alleged unequal treatment occurred
- Identify and interview all relevant parties, review documents, and make site visits to obtain information.

Upon conclusion of a thorough investigation, the Investigator will prepare a report to summarize findings and suggest appropriate corrective action along with a proposed resolution. The investigative report should be submitted to the Executive Director of D&I within 10 business days after the investigation is complete. D&I will maintain a record of all discussions and retain all documents relating to the investigation in a confidential file. The D&I Program Manager will track the status of all complaints received by generating monthly reports from the database.

The Executive Director of D&I will prepare a written determination and will communicate with the Chief or AGM of the affected department(s) the determination and recommendations, if any, for corrective action. The Executive Director of D&I will provide written notification to the Complainant of the investigation findings. D&I will forward copies of this communication to Customer Service

and the affected department(s).

The Executive Director of D&I will explain to the Complainant their right to file with the Federal Transit Administration or seek private legal representation:

Federal Transit Administration
East Building
1200 New Jersey Avenue, SE
Washington, DC 20590
Main number: (202) 366-4043
TTY = 1-800-877-8339

You can also file a civil rights complaint with the U.S. Department of Homeland Security Office for Civil Rights and Civil Liberties (CRCL):

E-mail: CRCLCompliance@hq.dhs.gov (fastest method to submit your complaint)

Fax: 202-401-4708

U.S. Mail:

U.S. Department of Homeland Security
Office for Civil Rights and Civil Liberties
Compliance Branch, Mail Stop #0190
2707 Martin Luther King, Jr. Ave., SE
Washington, D.C. 20528

Retention

In compliance with 49 CFR 27.121 (b), all complaints shall be kept on file for a minimum of one year, and a record of such complaints, which may be in summary form, shall be kept for five years.

If you feel that you have been discriminated against, please provide the following information to facilitate processing your complaint. Should you require assistance in completing this form, please let us know. Once completed, return a signed copy to:

Metropolitan Atlanta Rapid Transit Authority (MARTA)
Office of Diversity and Equal Opportunity
2424 Piedmont Road, NE
Atlanta, GA 30324
404-848-5420

The Metropolitan Atlanta Rapid Transit Authority:

- Provides free aids and services, such as qualified sign language interpreters and written information in other formats (large print, audio, accessible electronic formats, etc.), to communicate effectively with persons with disabilities.

- Provides free language services, such as qualified foreign language interpreters and information written in other languages, to ensure meaningful access to programs and activities for persons with limited English proficiency.

To obtain this information in another language or an accessible format, call
404-848-4615/ 404-848-5665- TTY.

NON-DISCRIMINATION COMPLAINT FORM

OFFICE OF DIVERSITY & INCLUSION

Complainant's Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone (Home): _____ (Work) _____ (Cell) _____

Email: _____

Person discriminated against (if someone other than Complainant)

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone (Home): _____ (Work) _____ (Cell) _____

Email: _____

WHAT IS THE BASIS OF YOUR COMPLAINT? (CHECK ALL THAT APPLY)

Race Color National Origin Limited English Proficiency (LEP)

Date of the alleged discrimination: _____

**Describe the alleged discrimination. Explain what happened and who you believe was responsible.
(For additional space, attach additional sheets of paper or use back of the form)**

Where did the incident take place? Please provide location, time, bus number etc.

Witnesses? Please provide their contact information.

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone (Home): _____ (Work) _____ (Cell) _____

Email: _____

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone (Home): _____ (Work) _____ (Cell) _____

Email: _____

What is your requested remedy (What corrective action do you believe would resolve your complaint)? _____

Did you file this complaint with another Federal, State, or Local agency? Yes No

Agency Name: _____

Contact information for the other agency: _____

Date Filed: _____

If you need any special accommodations for communication regarding this complaint, please specify what alternative format you require: _____

I affirm that I have read the above charge and that it is true and correct to the best of my knowledge, information, and belief. I am willing to fully cooperate in the D&I investigative process and provide whatever evidence/documents which may be requested of me. Also, I acknowledge my obligation to immediately notify the Office of Diversity and Inclusion of any changes relative to my contact information (address, phone number, email) during the investigation period.

Sign the complaint in space below. Attach any documents you believe supports your complaint.

Signature: _____

Date: _____

EXHIBIT 3
COMPLAINTS AND LAWSUITS

Informal Title VI Complaints 2022 - 2024

REPORT#	RECEIVED DATE	DEPARTMENT	CAUSE DESCRIPTION	TITLEVI	BASIS	CALL STATUS	RESOLUTION	CLOSED DATE
00146108	3/11/2022	Bus Operations	Won't Let Board	Y	Race	Closed	Valid-Not Chargeable	3/29/2022
00146382	3/16/2022	Bus Operations	Discourteous	Y	National Origin	Closed	Valid-Charge	3/24/2022
00171215	4/26/2023	Bus Operations	Discourteous	Y	Race	Closed	Not Valid	10/6/2023
00171420	4/28/2023	Streetcar (Light Rail)	Didn't Accept Money	Y	Race	Open		1/2/1900
00172523	5/17/2023	Bus Operations	No Show	Y	Race	Closed	Not Valid	4/2/2024
00172948	5/24/2023	Bus Operations	Discourteous	Y	Color	Closed	Not Valid	7/6/2023
00181720	10/11/2023	Police Services	Intimidation	Y	National Origin	Open		1/2/1900
00181918	10/13/2023	Bus Operations	Threats/Ejection Without Cause.	Y	Race	Closed	Not Valid	12/11/2023
00182061	10/16/2023	Bus Operations	Threats/Ejection Without Cause.	Y	Race	Closed	Not Valid	12/11/2023
00182520	10/23/2023	ParaTransit	Vulgar Language/Gestures	Y	Race	Closed	Valid-Charge	12/27/2023
00183749	11/8/2023	Bus Operations	Bus Late (Request Monitoring)	Y	Race	Closed	Valid-Not Chargeable	12/6/2023
00184160	11/15/2023	Bus Operations	Other Employee Conduct Complaints	Y	Race	Closed	Not Valid	12/12/2023
00188141	2/5/2024	Bus Operations	Threats/Ejection Without Cause.	Y	Color	Closed	Valid-Not Chargeable	4/12/2024
00190554	3/15/2024	Rail Maintenance	Vulgar Language/Gestures	Y	Race	Open		1/2/1900
00193901	5/10/2024	Bus Operations	No Show (Multiple)	Y	Race	Closed	Not Valid	6/3/2024
00196941	6/28/2024	Bus Operations	Tone of Voice	Y	National Origin	Closed	Valid-Not Chargeable	7/12/2024
00200557	8/27/2024	Bus Operations	Pass-Up	Y	Race	Closed	Not Valid	10/23/2024

There were no Formal Title VI Complaints or Lawsuits for this review period

EXHIBIT 4
PUBLIC HEARING POLICY &
PROCEDURES



PROCEDURE

REFERENCE NUMBER

TITLE

PUBLIC HEARING POLICY AND PROCEDURES

10.3.81

I. PURPOSE

The purpose of this procedure is to establish standard guidelines for public hearings.

ADMINISTRATIVE POLICY

1. MARTA's Office of Transit System Planning/Public Policy & Community Outreach Branch shall arrange and hold public hearings as required by state and federal law or as requested by the MARTA Board of Directors.
2. MARTA's Office of Transit System Planning/Public Policy & Community Outreach Branch shall arrange the date(s), time(s) and location(s) of hearing(s); properly notify the public of the hearing(s); and arrange for and ensure that MARTA Board of Directors and court reporter(s) are present at the public hearing(s).

MARTA's Office of Transit System Planning/Public Policy & Community Outreach Branch shall coordinate with the Department of Diversity and Equal Opportunity in ensuring that all locales for hearings are sufficient to accommodate Title VI requirements.

3. MARTA will incorporate into the hearing(s) notice that materials in accessible formats for persons with disabilities will be furnished by calling MARTA's Department of Diversity and Equal Opportunity at (404) 848-5240; the Telephone Device for the Deaf (TDD) Information at (404) 848-5665 located in Customer Services; or by writing MARTA, Manager of Public Policy & Community Outreach, 2424 Piedmont Rd., N.E., Atlanta, Georgia 30324-3330.
4. Public hearings are the responsibility of the Office of Transit System Planning/Public Policy & Community Outreach Branch with support and technical assistance provided when necessary from the Scheduling and Operations Support, General Manager/CEO, Office of Financial Planning and Analysis, Department of Operations, Office of Communications, Office of Marketing, Department of Diversity and Equal Opportunity or the department/office making the request.

Questions regarding this procedure shall be directed to the Department Legal Services.

II. PROCEDURES-REQUIRED HEARING(S)

The Office of Transit System Planning/Public Policy & Community Outreach Branch shall be responsible for arranging, facilitating, coordinating and conducting public hearings for the following:

1. Services or Charges

Before making certain decisions as to scheduled services or amounts to be charged for such services, the Board shall first hold at least one public hearing after giving notice of the date, time and locale. Notice shall be given by twice advertising on different days in the newspapers having the largest circulation in the metropolitan area, not more than ten (10) days nor less than five (5) days prior to the hearing. Notice shall also be given by advertising in weekly or other publications not more than fourteen (14) days nor less than

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five (5) days prior to the hearing. In addition, Neighborhood Planning Units, organized community groups, and political representatives for potentially affected areas will be provided written notices at the same time that advertisement for the public hearings are placed in the newspapers. The Office of Marketing and the Office of Transit System Planning/Public Policy & Community Outreach Branch will identify the appropriate newspapers, Neighborhood Planning Units, and community groups to satisfy this requirement. The Office of Government and Community Relations will identify the political representatives to satisfy this requirement.

As to all other matters, the Board may hold such public hearings as it may deem appropriate; and as to all public hearings, it may prescribe reasonable rules and regulations to govern such hearings not inconsistent with the MARTA Act. (Section 9 (c), MARTA Act)

2. Routes

Prior to determining the basic routes over which the Authority shall operate its bus system and rail stations connected therewith, the Board shall consult with the local governing body whose territory is involved. Additionally, the Board shall hold at least one public hearing within the territory affected by the change.

Hearings will be held in a location(s) convenient to patrons affected by the Board's deliberations.

3. FY Operating and Capital Budgets, Hearing (s), etc.

During each fiscal year the Board shall recommend an annual operating budget and an annual capital improvement budget for the ensuing fiscal year and hold a public hearing thereon. Section 17 (b) and (c), MARTA Act.

The Office of Financial Planning and Analysis shall notify the Board of Directors of its intent to conduct said hearings on the Authority's annual operating budget and annual capital improvement budget, etc., for the ensuing fiscal year.

The Office of Financial Planning and Analysis in consultation with the Office of General Manager/CEO, Department of Diversity and Equal Opportunity and Office of Transit System Planning/Public Policy & Community Outreach Branch shall identify the number of hearing(s), date(s), time(s) and location.

4. Federal Assistance

Prior to any application for a grant or loan under the Federal Transit Act to finance the acquisition, construction, reconstruction, or improvements of facilities or equipment which will substantially affect a community or its mass transportation services; MARTA shall afford an adequate opportunity for and hold such hearing, unless no one with a significant economic, social or environmental interest in the matter requests a hearing. 49 United States Code, Section 5323(b)

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5. Fare Increase(s) or Service Reduction(s)

Prior to raising fares or implementing a major reduction of transit service, a hearing shall be held. 49 United States Code, Section 5307(d) (1) (I)

III. LOCATION OF HEARING(S)

The following criteria will be used to determine the location(s) for the public hearing(s):

1. Public hearing(s) shall be held in MARTA's service areas, near or close to bus or rail service and in a location as convenient as possible to patrons affected by the subject matter of the hearing.
2. The public hearing(s) shall be conducted in the morning, afternoon, or evening at a designated time as approved by the MARTA Board of Directors.
3. Public hearing(s) shall be accessible to persons with disabilities.
4. Public hearing(s) sites shall be available for use at no or minimal charge to MARTA.

IV. NOTIFICATION TO THE PUBLIC

The public shall be notified of the public hearing through the following methods:

1. Legal Notices - Legal notices involving matters arising from referenced decisions, as to scheduled services or charges for such services shall be placed, not more than ten (10) days nor less than five (5) days, prior to the hearing in the newspaper having the largest circulation in the metropolitan area. Additional notices shall also be given by advertising in weekly or other publications not more than fourteen (14) nor less than five (5) days prior to the hearing in accordance with MARTA Board of Directors' policy.

In consultation, the Office of Marketing and Office of Transit System Planning/Public Policy & Community Outreach Branch will identify the appropriate newspapers to satisfy this requirement.

All notices shall include a paragraph explaining that materials in accessible formats for persons with disabilities will be furnished upon request before the public hearing by calling MARTA's Department of Diversity and Equal Opportunity at 404 848-5240 or the Telephone Device for the Deaf 404 848-5665. Copies of the public hearing notice may be done in Braille and other accessible formats. This information shall be sent to individuals and applicable library branches located in the Authority's service area upon request.

2. Buses, Bus Turnarounds/Terminals and Rail Stations – Notices for riders will be available on bus routes and at the rail stations where bus routes will be impacted.

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2. Breeze Bulletin - Notices for riders may be placed on buses and trains prior to the public hearing depending on publication dates. Also, special editions of Breeze Bulletin may be printed and placed on buses and trains.
3. Press Releases - Press releases shall be sent to newspapers, radio, and/or television stations, by the Authority's Director, Office of Communications, defining the nature of the public hearing and date(s) and time(s) to be held.
4. Public Hearing Notice - Identify neighborhoods, organizations, businesses and civic associations as well as customers and residents directly impacted by service changes and notify said individual(s) about public hearing by phone, mail, e-mail, and/or meeting notices.
5. Website - The Authority maintains a website: www.itsmarta.com. The webmaster shall be provided with information on the public hearing, in both English and Spanish, to be placed in MARTA's Community/Public hearing section of the site. The Office of Marketing shall be responsible for translating the information on the hearing in Spanish and other languages as deemed necessary and providing a copy on disk to the webmaster concurrently.
6. Electronic Communication - Information on the public hearing schedule and subject matter for discussion should be communicated on the Authority's Sign Post, TRN and TTN outlets.
7. Customer Service and Customer Information - These locations shall be provided information on the public hearing and inform the public on how to communicate their comments, suggestions, concerns and recommendations by fax, mail, email (custserv@itsmarta.com). Customer comments shall be included as part of the official record, if received prior to the designated comment period.

V. RESPONSIBILITIES

The various offices/departments of the Authority are responsible for the following:

A. OFFICE/DEPARTMENT REQUESTING PUBLIC HEARING

1. Coordinate with the Office of General Manager/CEO the proposed time(s), date(s), and location of hearing(s) for its review prior to preparing the Board Agenda Item Abstract.
2. Obtain concurrence from the Office of Transit System Planning/Public Policy & Community Outreach Branch on proposed time(s), date(s), and location(s) for public hearing(s).
3. The Office of Transit System Planning/Public Policy & Community Outreach Branch requests a minimum of 35 days prior to the selected date of public hearing in order to adequately mail out notices and facilitate the communication with appropriate local government officials and community and business leaders on the public hearing subject matter. Therefore, if a hearing is scheduled for the 30th day of the month, Public hearing notices will be prepared and mailed no later than the 5th day of the month. Therefore, in planning for public hearing(s), the office requesting a hearing(s) shall consider these

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timelines for public hearing planning purposes. The Office of TSP shall approve exceptions to this rule in consultation with the Department Legal Services.

4. Provide background information (preparation of charts/handouts) for Committee/Board approval and reproduce adequate copies of information to be discussed at public hearing for distribution.
5. Upon approval by the Office of General Manager/CEO and Department Legal Services, provide notice of public hearing to the Office of Transit System Planning/Public Policy & Community Outreach Branch. Provide copy of public hearing notice to place appropriate ad(s).
6. Provide charts/handouts and other pertinent information deemed necessary for public hearing presentation. Submit copies to the Assistant Secretary for Board of Directors and Manager of Public Policy & Community Outreach Branch, within 72 hours of public hearing.
7. Prepare script for Board Member chairing public hearing and submit copies to the Asst. Secretary to the Board of Directors and Manager of Public Policy & Community Outreach Branch, within 72 hours of public hearing.
8. Ensure all comments received were reviewed, considered, and incorporated in staff recommendation(s) to the Board of Directors and provide a copy to the Office of Transit System Planning/Public Policy & Community Outreach Branch.
9. Determine number of days record shall remain open for public comment and include in public hearing script and other collateral materials.
10. Before recommendation(s) are presented to the Board of Directors, meet with the Office of Transit System Planning/Public Policy & Community Outreach Branch to discuss and receive feedback on proposals to be presented to Board.
11. In consultation with Office of Transit System Planning/Public Policy & Community Outreach Branch, identify the appropriate number of court reporters to participate at public hearing(s).
12. Shall refer all media inquiries to the Director, Office of Communications.

B. OFFICE OF TRANSIT SYSTEM PLANNING/PUBLIC POLICY & COMMUNITY OUTREACH BRANCH

1. In consultation with the Office of the General Manager/CEO, Office of Communications and office requesting public hearing, identify and confirm date(s), time(s) and location(s) of public hearing(s) and notify Department of Diversity and Equal Opportunity once dates are confirmed.
2. Coordinate with the Office of the General Manager/CEO regarding Board Members(s) and staff participation.

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3. Provide copy of public hearing notice to Office of Marketing to advertise in appropriate newspapers to satisfy legal requirement. Identification of newspapers will be done in coordination with the Office of Government & Community Relations.
4. Obtain from office facilitating public hearing the English version of the public hearing notice. Work with Office of Marketing to translate English version of public hearing notice into Spanish version and/or other predominant language of those that will be impacted most by proposed public hearing concerns. Provide English and Spanish and/or other language version of notice in appropriate format on disk concurrently and email to webmaster and for publication in Breeze Bulletin in timely manner.
5. Coordinate with facilitating office to determine the number of notices to be printed and mailed.
6. If the Scheduling and Operations Support is requesting a public hearing, they will determine the number of copies to be reproduced and this amount will be included with the number of mail outs sent on the hearing(s). However, Service Planning & Scheduling will be responsible for taking notices to appropriate bus garage(s) and coordinate the distribution of information on hearing(s) on designated bus routes.
7. Mail copies of public hearing notice to community and business organizations, faith community and interested and concerned individuals.
8. Obtain court reporter(s), signer to participate at hearing(s), interpreter(s) and jurisdictional police officer(s) as needed. Obtain Braille text of information and details needed for the public hearing from Department of Diversity and Equal Opportunity. Reserve section near the front at the public hearing locale(s) for ADA proponents to ensure reasonable accommodations for those that are visually, audio and/or physically challenged.
9. Make available written directions to public hearing(s) locations.
10. Responsible for obtaining legal notice for public hearing(s) from department/office requesting public hearing(s).
11. Coordinate with the Office of Marketing to ensure copy of legal notice for public hearing and confer with said office to determine in which newspaper(s) ad(s) shall appear.
12. Provide webmaster copy of public hearing notice in both English and Spanish version on disk or by email.
13. Maintain file of ad(s) placed on all public hearings.
14. Obtain from Assistant Secretary to the Board of Directors, name(s) of Board Member(s) chairing public hearing(s). Only board member(s) chairing public hearing(s) shall receive a form Request for Attendance Fee (MARTA Act, Section 6f) for their participation at the hearing(s). The Office of Transit System Planning/Public Policy & Community Outreach Branch shall ensure that the board member chairing the hearing has signed the form and

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that it is returned to the office of the Assistant Secretary to the Board of Directors office within 48 hours after hearing has been held.

15. Ensure that location and meeting room are adequate and ADA accessible for public hearing(s).
16. Provide copies of rules and other relevant information in accessible formats regarding public hearing to all attendees.
17. Provide sign up sheet(s) for persons requesting to be on mailing list.
18. Provide cards for speakers to register to participate at public hearing.
19. Arrange with court reporter timeline for transcripts to be completed and communicate with court reporter that a minimum of three (3) transcripts are to be provided. Also retrieve speaker cards from the court reporter.
20. Develop database of public hearing attendees and determine best method(s) to communicate board actions on hearing results within 15 days of decision to individuals in attendance and elected/appointed officials and other interested individuals.
21. Distribute copies of transcript(s) to office facilitating public hearing and the Assistant Secretary to the Board of Directors.
22. Maintain copy of transcripts in office/archives for future references including preparation for FTA Triennial Review.
23. Based on comments from public hearing, provide written response(s) when final disposition is made by Board of Directors to all interested and concerned citizens, including attendees at public hearing(s), persons who sent correspondence regarding the subject matter, elected/appointed citizens and MARTA customers, within 10 business days.
24. Additionally, coordinate with Office of Marketing to ensure information is on the Authority's website, Breeze Bulletin, etc. Coordinate with Office of Communications to ensure information is publicized in local newspapers, radio, and television.
25. Ensure information is provided to Webmaster in both English and Spanish for Webmaster to post on the Authority's website including Board action on subject matter.
26. Ensure information is put on Authority's public hearing comment line 404.848.5660 number.
27. Provide information to Customer Relations TDD office (404.848.5665) on public hearing/public meeting.

C. DEPARTMENT LEGAL SERVICES

1. Designate staff person to review and approve public hearing(s) notice(s).
2. Provide technical advice to ensure that all legal requirements have been met.

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D. OFFICE OF GENERAL MANAGER/CEO

1. Designate staff person to review and approve public hearing(s) notice(s).
2. Review and approve public hearing(s) date(s) time(s) and locale.
3. In coordination with the Assistant Secretary to the Board, identify Board Member(s) to chair public hearing(s).

E. OFFICE OF MARKETING

1. Place notice of public hearing(s) in appropriate newspapers to satisfy legal requirement in consultation with Office of Transit System Planning/Public Policy & Community Outreach Branch not more than ten nor less than five days prior to the hearing for newspapers with the largest circulation and for weekly or other publications not more than fourteen days nor less than five days prior to the hearing.
2. Place notice of public hearing(s) in appropriate internal publications including, but not limited to, Breeze Bulletin, the Authority's website and other publications as deemed necessary.

F. OFFICE OF CUSTOMER SERVICE

1. Provide Office of Transit System Planning/Public Policy & Community Outreach Branch and office that is facilitating public hearing copies of all e-mails and correspondence received during comment period.


G. OFFICE OF COMMUNICATIONS

1. Send press release(s) of public hearing(s) to newspapers, radio and other media outlets where appropriate, detailing public hearing(s) purpose, date, locale and hearing time.
2. Handle all media inquiries regarding request for information.
3. Place notice of public hearing(s) in appropriate internal publications including, but not limited to Transit Times.
4. Post Board of Directors' action on the subject matter hearing on the website.

H. OFFICE OF GOVERNMENT & COMMUNITY RELATIONS

1. Mail copies of public hearing notice to elected/appointed officials and any interested and concerned individuals.
2. Recommend neighborhood newspaper(s) to advertise the public hearing legal notice.

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I. DEPARTMENT POLICE & SYSTEM SAFETY

1. Identify local jurisdictional police officers to attend the hearings if deemed necessary.
2. Provide the Public Policy & Community Outreach Branch the name and Social Security number of the officers attending the hearings in order to obtain a MARTA check for their services.

REQUEST FOR PUBLIC HEARING TRANSCRIPTS

1. At all public hearing(s), an official document of proceedings is recorded by a court reporter. These documents (transcripts) provide verbatim statements from persons speaking at the public hearing(s). ADA proponents will be provided copies of the transcripts in the format that best addressed their respective challenge.
2. Any person(s) requesting to obtain copies of transcripts from said public hearing(s) shall present their request in writing to MARTA, Department Legal Services, 2424 Piedmont Rd., N.E., Atlanta, Georgia 30324-3330.
3. A copy of the transcripts, audio tape or Braille documents are available for review in MARTA's Office of Transit System Planning, 2424 Piedmont Rd., N.E., (3rd Floor), Atlanta, Georgia 30324-3330 between the hours of 8:30 a.m. to 5 p.m. Monday thru Friday.
4. Department Legal Services shall explain and make known **any** cost associated in having copies duplicated.

RECORD REMAINING OPEN FOR PUBLIC COMMENT AFTER PUBLIC HEARING

After the MARTA Board of Directors conducts the public hearing(s), the record shall remain open to receive additional written comment(s) from the public regarding the subject matter for any given time as designated by staff. The office facilitating the public hearing shall identify the number of days the records shall remain open and make that information known on MARTA notices.

Comments shall be sent to MARTA, Manager of Public Policy & Community Outreach Branch, 2424 Piedmont Road, N.E., Atlanta, Georgia 30324-3330. Also, information may be faxed to the Office Transit System Planning at (404) 848-5132. E-mail may be sent to custserv@itsmarta.com. Information will be included in the official transcript(s) if received in a timely manner as prescribed in public hearing notice.

The Office of Transit System Planning/Public Policy & Community Outreach Branch shall ensure that comments, suggestions, concerns and recommendations received are forwarded in a timely manner to the appropriate office to be included in their review and analysis along with other information received.

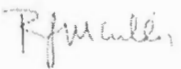
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EXHIBIT 5
SAMPLE TRANSLATED MATERIAL



MARTA PUBLIC HEARING NOTICE



Proposed FY 2025 Operating and Capital Budgets, Effective July 1, 2024

Two Hearing Dates:

Wednesday, May 15

COMMUNITY EXCHANGE, 6 PM

PUBLIC HEARING, 7 PM

In-Person Location:

DEKALB COUNTY MALOOF AUDITORIUM

1300 Commerce Drive, Decatur, GA 30030

Riding MARTA: Blue line to Decatur Station, Bus Routes 15, 823

Thursday, May 16

COMMUNITY EXCHANGE, 6 PM

PUBLIC HEARING, 7 PM

In-Person Location:

MARTA HEADQUARTERS

2424 Piedmont Road, Atlanta, GA 30324

*Riding MARTA: Red/Gold line to Lindbergh Station – North Exit
Bus routes 5, 6, 30, 39, 809*

To Join the Hearing Virtually (5/16 only):

Go to itsmarta.com

COMMUNITY REVIEW

An overview and video of the proposed FY25 Capital and Operating Budget will be available for review at itsmarta.com starting **May 16, 2024**.

COMMENTS

Comments may be submitted no later than **May 20, 2024**, via:

Voice Message:
404-848-5299

Mail:
MARTA's Office of External Affairs
2424 Piedmont Road,
N.E. Atlanta, GA 30324-3330

Email:
publichearinginfo@itsmarta.com

Use QR Code or URL:



itsmarta.com/public-hearings-meetings.aspx

To learn more,
visit itsmarta.com or call
404-848-5000



To request this information in another language
or in an accessible format,
call **404-848-4037** or **404-848-5665** (TTY).



MARTA AVISO DE AUDIENCIA PÚBLICA



Propuestas para los Presupuestos Operacionales y de Proyectos para el año Fiscal FY2025, Efectivo desde el 1 de Julio del 2024

Fechas de las Audiencias:

Miércoles 15 de Mayo

INTERCAMBIO COMUNITARIO, 6 PM

AUDIENCIA PÚBLICA, 7 PM

Lugar (En Persona):

DEKALB COUNTY MALOOF AUDITORIUM

1300 Commerce Drive, Decatur, GA 30030

*Si Viajas en MARTA: Toma la Línea Azul hasta la Estación de Decatur,
ruta de Buses 15 y 823*

Jueves 16 de Mayo

INTERCAMBIO COMUNITARIO, 6 PM

AUDIENCIA PÚBLICA, 7 PM

Lugar (En Persona):

SEDE DE MARTA

2424 Piedmont Road, Atlanta, GA 30324

*Si Viajas en MARTA: Toma la Línea Roja/Dorada hasta la Estación de Lindbergh
– Salida Norte, ruta de Buses 5, 6, 30, 39 y 809*

Para unirte Virtualmente (solo el 16 de mayo):

Ve a itsmarta.com

REVISIÓN COMUNITARIA

Una vision general de las propuestas para los presupuestos Operacionales y de Proyectos estarán disponibles para revision en itsmarta.com comenzando desde el **16 de Mayo 16, 2024**.

COMENTARIOS

Comentarios pueden ser sometidos a más tardar el **20 de Mayo, 2024**, via:

Mensaje de Voz:
404-848-5299

Correo:
Oficina de MARTA de Asuntos Externos
2424 Piedmont Road,
N.E. Atlanta, GA 30324-3330

Correo Electrónico:
publichearinginfo@itsmarta.com

Usa QR Código ó URL:



itsmarta.com/public-hearings-meetings.aspx

Para saber más
visita itsmarta.com ó llama
404-848-5000

marta

Para solicitar esta información en otro idioma
ó en un formato accesible,
llama al **404-848-4037** ó **404-848-5665** (TTY).



MARTA PUBLIC HEARING NOTICE

SEPTEMBER 12, 2024

6 PM: Community Exchange

7 PM: PUBLIC HEARING



PROPOSED BUS ROUTE CHANGE - EFFECTIVE DEC. 14, 2024 ROUTE 191 - Riverdale/ATL Intl Terminal

HYBRID PUBLIC HEARING

To participate in MARTA's upcoming public hearing:

In-Person Location:

RIVERDALE TOWN CENTER

7210 Church Street
Riverdale, GA 30274

Riding MARTA: Bus Routes 89, 191, 197, 198

To Join Virtually:

Go to
itsmarta.com

LIVE on

YouTube

To Learn More
404-848-5000
itsmarta.com

COMMUNITY REVIEW

An overview of the proposed bus service modifications and routing and map will be available for review at itsmarta.com from September 3–19.

COPIES

Copies of the proposed bus service modifications, routing and maps will also be available for public viewing at

MARTA Headquarters
2424 Piedmont Road, N.E.
Atlanta, Georgia 30324

during regular business hours,
Mon-Fri, 8:30 AM - 5:00 PM

COMMENTS

Comments may be submitted no later than **September 19, 2024**, via:

Call:
404-848-5299

Mail:
MARTA's Office of External Affairs
2424 Piedmont Road, N.E.
Atlanta, GA 30324-3330

Email:
publichearinginfo@itsmarta.com



To request this information in another language or in an accessible format, call 404-848-4037 or 404-848-5665 (TTY).



NOTIFICACIÓN DE AUDIENCIA PÚBLICA DE MARTA

JUEVES, 12 DE SEPTIEMBRE
6 PM: INTERCAMBIO COMUNITARIO
7 PM: AUDIENCIA PÚBLICA



CAMBIO PROPUESTO DE AUTOBUS - VIGENTES A PARTIR DEL 14 DE DICIEMBRE
ruta 191 - Riverdale/ATL Intl Terminal

AUDIENCIA PÚBLICA HÍBRIDA

Para participar en la próxima audiencia pública de MARTA:

📍 Sitio Presencial:

CENTRO DE LA CIUDAD DE RIVERDALE
7210 Church Street
Riverdale, GA 30274

Usa las rutas de MARTA 89, 191, 197, 198

🌐 Unirse Virtualmente:

Visite
itsmarta.com

📺 EN VIVO EN

YouTube

Conoce más
404-848-5000
itsmarta.com

🗣️ REVISIÓN POR LA COMUNIDAD

Una descripción de la propuesta del nuevo servicio, la rutas y los mapas estarán disponible para revisión en [itsmarta.com](https://www.itsmarta.com) del **3-19 de septiembre**.

📄 COPIAS

Copias de las modificaciones propuestas al servicio de bus, las rutas y mapas también estarán para el público en el:

Edificio Sede de MARTA

2424 Piedmont Road, N.E.
Atlanta, Georgia 30324

*En horario regular de oficina,
Lun-Vie 8:30 AM - 5:00 PM*

💬 COMENTARIOS

Comentarios pueden ser sometidos antes del **12 de septiembre del 2024**, por vía:

☎️ **Llama:**
404-848-5299

✉️ **Correo:**
Oficina de Asuntos Externos de MARTA
2424 Piedmont Road, N.E.
Atlanta, GA 30324-3330

@ **Correo Electrónico:**
publichearinginfo@itsmarta.com



Para solicitar esta información en otro idioma ó en un formato accesible, llama al 404-848-4037 ó 404-848-5665 (TTY).



MARTA PUBLIC HEARING NOTICE

FEBRUARY 8, 2024

6 PM - 7 PM: Community Exchange

7 PM: PUBLIC HEARING



PROPOSED BUS ROUTE CHANGES - EFFECTIVE APRIL 20

ROUTE 192 - Old Dixie/Tara Blvd and **ROUTE 195** - Forest Parkway

HYBRID PUBLIC HEARING

To participate in MARTA's upcoming public hearing:

In-Person Location:

FOREST PARK COMMUNITY CENTER

696 Main Street,
Forest Park, GA 30297

Riding MARTA: Bus Routes 193 and 195.

Bus Shuttle provided at Forest Park Rec Center bus stop.

To Join Virtually:

Go to
itsmarta.com

LIVE on

YouTube

To Learn More
404-848-5000
itsmarta.com

COMMUNITY REVIEW

An overview of the proposed new service, routing and maps will be available for review **February 1, to February 15, at itsmarta.com**

COPIES

Copies of the proposed bus service modifications, routing and maps will also be available for public viewing at

MARTA Headquarters

2424 Piedmont Road, N.E. Atlanta, Georgia 30324

*during regular business hours,
Mon-Fri-8:30 AM - 5:00 PM.*

COMMENTS

Comments may be submitted no later than **February 15, 2024**, via:

Call:
404-848-5299

Send:
MARTA's Office of External Affairs
2424 Piedmont Road,
N.E. Atlanta, GA 30324-3330,

Email:
publichearinginfo@itsmarta.com



To request this information in another language or in an accessible format, call 404-848-4037 or 404-848-5665 (TTY).



NOTIFICACIÓN DE AUDIENCIA PÚBLICA DE MARTA

JUEVES, 8 DE FEBRERO
6 PM: INTERCAMBIO COMUNITARIO
7 PM: AUDIENCIA PÚBLICA



CAMBIOS PROPUESTOS EN LAS RUTAS - VIGENTES A PARTIR DEL 20 DE ABRIL
RUTA 192 - Old Dixie/Tara Blvd y **RUTA 195** - Forest Parkway

AUDIENCIA PÚBLICA HÍBRIDA

Para participar en la próxima audiencia pública de MARTA:

Sitio Presencial:

CENTRO COMUNITARIO DE FOREST PARK

696 Main Street,
Forest Park, GA 30297

Usa las rutas de MARTA 193 & 195: Habrá Transporte desde la Parada de Bus en el Forest Park Rec Center

Unirse Virtualmente:

Visite

itsmarta.com

EN VIVO EN

YouTube

Para saber más

404-848-5000

itsmarta.com

REVISIÓN POR LA COMUNIDAD

Una descripción de la propuesta del nuevo servicio, La rutas y los mapas estarán disponible para revisión el **Febrero, 1 al Febrero 15**, en itsmarta.com

COPIAS

Copias de las modificaciones propuestas al servicio de bus, las rutas y mapas también estarán para el público en el

Edificio Sede de MARTA

2424 Piedmont Road, N.E. Atlanta, Georgia 30324

*En horario regular de oficina,
Lun-Vie 8:30 AM - 5:00 PM*

COMENTARIOS

Comentarios pueden ser sometidos antes del **15 de Febrero del 2024**, por vía:

Llama:
404-848-5299

Envía:
Oficina de Asuntos Externos de MARTA
2424 Piedmont Road,
N.E. Atlanta, GA 30324-3330,

Correo Electrónico:
publichearinginfo@itsmarta.com



Para solicitar esta información en otro idioma ó en un formato accesible, llama al 404-848-4037 ó 404-848-5665 (TTY).

EXHIBITS 6
LIMITED ENGLISH PROFICIENT
PLAN

Title VI

Limited English Proficiency Plan

Update 2024



Paula Nash
Assistant General Manager
Office of Diversity and Inclusion
404-848-5240

MARTA 2024 Limited English Proficiency Plan

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I. Notice to Subrecipients

LIMITED ENGLISH PROFICIENCY PLAN

All programs and operations of entities that receive assistance from the federal government including the Metropolitan Atlanta Rapid Transit Authority (MARTA) and its subrecipients must comply, to the fullest reasonable extent, with improving access to services for Limited English Proficiency (LEP) persons. Subrecipients must have in place, written policies on the provision and use of interpreter and translation services.

I acknowledge that a copy of the MARTA 2021 Limited English Proficiency Plan has been provided to the organization listed below and I, the undersigned, have read the contents and fully understand the LEP Plan obligations and responsibilities.

Signature

Date

Organization Name

II. Introduction

The Metropolitan Atlanta Rapid Transit Authority (MARTA) is committed to assisting individuals, for whom English is not their primary language, understand and have access to MARTA programs, activities, or services. Language for many Limited English Proficiency (LEP) individuals can be a barrier to accessing important benefits or services, understanding, and exercising important rights, complying with applicable responsibilities, or understanding other information provided by federally funded programs and activities.

Most individuals living in the United States read, write, speak, and understand English. There are many individuals, however, for whom English is not their primary language. For instance, based on the 2019 American Community Survey 5-Year Estimates, 8.4% (or 25.6 million people) of the United States population, age 5 and older (or 304.9 million people), speak English less than very well. Of those individuals, 63.5% speak Spanish, 7.2% speak Chinese (including Mandarin and Cantonese), 6.9% speak ‘Other Indo-European’ languages, 4.3% speak ‘Other Asian and Pacific Island’ languages, 3.4% speak Vietnamese, 3.1% speak ‘Russian, Polish or Other Slavic’ languages, 2.3% speak ‘French, Haitian or Cajun’, 2.1% speak ‘Other and unspecified’ languages, 2.2% speak Korean, 2.1% speak Tagalog, 1.7% speak Arabic, and 1.1% speak ‘German or other West Germanic’ languages.

Executive Order 13166 “Improving Access to Services for Persons with Limited English Proficiency,” reprinted at 65 FR 50121 (August 16, 2000), directs each Federal agency that is subject to the requirements of Title VI to publish guidance for its respective recipients clarifying that obligation. Executive Order 13166 further directs that all such guidance documents be consistent with the compliance standards and framework detailed in the Department of Justice’s (DOJ’s) Policy Guidance entitled “Enforcement of Title VI of the Civil Rights Act of 1964—National Origin Discrimination Against Persons with Limited English Proficiency” (see 65 FR 50123, August 16, 2000, DOJ’s General LEP Guidance). Different treatment based upon a person’s inability to speak, read, write, or understand English may be a type of national origin discrimination.

III. Purpose

MARTA, as a recipient of funding from the Federal Transit Administration (FTA), must assure that LEP persons have meaningful language assistance by reasonable means, when using MARTA services or services provided by MARTA federal-funding recipients. Funding assistance from FTA requires a plan for providing this meaningful access in accordance with Title VI of the Civil Rights Act of 1964 and implementing regulations.

The MARTA LEP plan presents the sources of authority for LEP plan requirements and instructions for determining if the threshold to show the need for language assistance is present. The plan will provide guidelines for MARTA and its

subrecipients to meet these needs and define the role of the MARTA Title VI program in that process. Specifically, this plan will outline how to collect LEP information and how to analyze that information.

Finally, this plan contains recommendations and resource material to hone our future focus and acknowledges the work MARTA has already done to serve the LEP population in the MARTA service area.

MARTA recognizes the importance of effective and accurate communication between its personnel, more specifically, front-line personnel and the LEP Population. Therefore, MARTA has developed a set of policies and procedures for LEP persons to access services and understand their rights. Ensuring maximum communication between MARTA personnel and all segments of the community, including LEP populations, serves the interest of all stakeholders.

IV. Authority and Guidance

Presidential Executive Order (EO) 13166: Improving Access to Services for Persons with Limited English Proficiency provides directives on how to implement the protections afforded by Title VI of the Civil Rights Act of 1964 and related regulations.

On December 14, 2005, the United States Department of Transportation (USDOT) published revised guidance for its recipients on the Implementation of Executive Order 13166: Improving Access to Services for Persons with Limited English Proficiency.

In addition, the FTA references the USDOT LEP guidance in its Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," which was published on October 1, 2012. Chapter III, Section 9 of this Circular, reiterates the requirement to take responsible steps to ensure meaningful access to benefits, services, and information for LEP persons and suggests that FTA recipients, such as MARTA, develop an LEP Plan consistent with the provisions of USDOT LEP guidance.

V. Title VI/LEP Policy Statement

MARTA is committed to ensuring compliance with Title VI of the Civil Rights Act of 1964 and Executive Order 13166. Therefore, MARTA assures that no person shall, on the grounds of race, color, national origin, or language be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any MARTA service, program, or activity. In addition, MARTA will take aggressive and proactive steps to provide meaningful access and services to persons for whom English is not their primary language or who has a limited ability to read, write, speak, or understand English; including those who speak English less than very well, not well, or not at all - LEP persons.

VI. Executive Summary

In order to ensure meaningful access for LEP persons, the MARTA General Manager/CEO has authorized the Office of Diversity and Inclusion (D&I) to develop, implement, monitor, and enforce LEP programs. To this end, the office of D&I serves in an oversight and compliance capacity for MARTA to ensure LEP inclusion. Therefore, to assess LEP programming needs, the office of D&I monitors and provides the distribution of resources to provide oral and written language assistance and gather research data in relation to LEP populations.

Highlights of LEP Programing:

- MARTA’s Office of D&I has expanded its work initiatives with community groups including Asian-based community resource organizations.
- “How to Ride MARTA” information in English and four other languages: Spanish, Vietnamese, Korean, Japanese, and Russian. These are posted on the MARTA website and distributed to community-based organizations (CBOs) that serve low income, minority, and LEP populations upon request.
- MARTA Riders Guides are available in two languages: English and Spanish. The Guides can be found at MARTA offices, station kiosks, and can be downloaded from the MARTA website. Other languages are available upon request.
- The use of Language Line Translation Services is available via telephone through the Customer Care Center and Police Services.
- MARTA system-wide bus announcements are made in English and Spanish.
- All MARTA bus timetables are produced in English and Spanish and are available on the MARTA website.
- MARTA places Spanish language signage in select MARTA stations, as appropriate, for specific events and to announce construction or other situations important to customer safety.
- Multi-language assistance option for MARTA callers.
- Call center bilingual operators are available.
- Service modifications are available in Spanish and other languages, such as Vietnamese, Korean, and Chinese upon request.
- Translators at community public meetings, as appropriate.
- Ride with Respect publications were created with Spanish in the back and

are also available in other languages upon request.

- Bus and rail safety guidelines are in English and Spanish
- Title VI/LEP Training was added to New Employee Training and Orientation
- Title VI/LEP Training was conducted for Directors, and Customer Service Department
- Distributed “I-Speak” pocket guides to front line employees and police officers
- Increased participation and sponsorship of LEP activities and events
- MARTA bus schedules with narrative information in English and Spanish.
- Bus detour signs in Spanish, as appropriate.
- Google Translator: A website machine translator service which enables users to translate most (or all) vital materials into six languages (Spanish, Chinese, Japanese, Korean, French, and German).
- Translated materials at community public meetings, as appropriate.
- Announcements on buses, trains and Stations in English and Spanish.
- Direct access for LEP customers, who call MARTA’s Call Center, to be connected to a telephonic interpretation service with linguists who speak over 200 languages.

Key research findings in relation to the MARTA Service area revealed:

- The 2019 American Community Survey 1-year Estimates reflect that 1,091,880 of Georgia residents are foreign born. This makes up 10.3% of the state’s population. From 2010 to 2019, the foreign-born population increased by 15.7% in Georgia. The census reports that 13.5% of the state’s population speaks a language other than English at home and 5.1% of the population speaks English less than “very well”.
- The top spoken language other than English is Spanish, spoken by 807,522 persons or 7.6% of the total population of Georgia.
- The top spoken languages other than English in Georgia are Spanish, Vietnamese (64,718 persons), ‘French, Haitian, or Cajun’ (55,675 persons), Chinese (52,962 persons), and Korean (42,362 persons).
- Within the MARTA Service Area (Fulton, DeKalb and Clayton counties combined), 293,928 persons or 13.9% of the population are foreign born.
- Within the MARTA Service Area (Fulton, DeKalb and Clayton counties combined), 16.0% of the population speaks a language other than English

at home. In addition, 5.5% of this population speaks English less than “very well”.

- Spanish is spoken by 143,631 persons in the MARTA Service Area (Fulton, DeKalb and Clayton counties combined), or 6.8% of the population. The top spoken languages other than English are Spanish, Chinese (19,360 persons), French, Haitian, or Cajun (16,584 persons), Vietnamese (14,217 persons), and Korean (9,584 persons). In addition, 117,121 persons, or 5.5% of population in the MARTA Service Area have limited English proficiency (LEP; speak English less than “Very Well”).
- The top spoken languages among the LEP population in the MARTA Service Area are Spanish (61,115 persons), Chinese, including Mandarin and Cantonese (9,850 persons), Vietnamese (8,696 persons), French, Haitian, or Cajun (4,596 persons), and Korean (4,335 persons).
- Less than 2% of all calls to MARTA’s Customer Care Center or visits to MARTA’s website involved the use of language assistance services.
- LEP customers who call the MARTA Service Customer Care Center have direct access to Spanish-speaking customer service representatives.

Therefore, MARTA has developed an implementation plan to maintain regulatory compliance and address the LEP populations in the service area, including the following strategic elements: identifying LEP individuals who need language assistance through a 4-Factor Analysis; providing language assistance measures; training staff; providing notice to LEP persons; and monitoring and updating future LEP plans.

VII. LEP Population Overview

The diversity of the Atlanta metropolitan population continues to grow and change with Asian and Hispanic young adults. Census Bureau statistics show that in 2019, 5.1% of the population in Georgia identified themselves as someone who speaks English less than “very well”. It is critical that MARTA utilize innovative and proactive methods to engage people from different cultures, backgrounds, and businesses in the public involvement aspect of planning and project development and other program areas such as: service modifications, transit development, and other programs or services involving the public.

Providing access to LEP persons to MARTA programs, services, and activities through translation of publications and oral language assistance is essential to business development. MARTA is committed to making its services and programs available to all persons, including the LEP population, as part of its mission “to ensure equal access to transportation.” Based on this commitment, MARTA makes designated publications (Ride Guide, Community Exchange, Public Hearing, closing of major routes etc.) available in languages other than English and provides interpretation services to persons who are not proficient in English.

Demographics

Demographic data is collected through MARTA's Voice of the Customer (VOC) Survey and Census Bureau Data. MARTA demographic ridership and travel patterns are collected through the VOC. Demographic information includes race, age, gender, and household income. The VOC also collects information on rider characteristics such as transit dependency, number of years riding the system, frequency of usage, and trip purpose. MARTA used this information to develop demographic profiles comparing minority riders and non-minority riders on variables that included trip purpose, transit dependency, income, age, gender, education, and travel frequency. In addition, demographic information was collected on fare usage by fare type among minority and low-income patrons.

The survey consists of face-to-face interviews with randomly selected patrons on the rail and fixed-route bus system. Data is collected using:

- An I-Speak card
- Bilingual surveyors
- Surveys in English and Spanish

VIII. The Four-Factor Analysis

In creating its LEP Plan, MARTA identified its service area and conducted a Four-Factor Analysis as outlined under USDOT guidelines. The Four-Factor Analysis assesses: the number of LEP people served or encountered; the frequency of contact from LEP individuals; the nature and importance of the contact being made by LEP persons; and the available resources to provide access for LEP persons.

Service Area

The MARTA service area population (defined as a $\frac{3}{4}$ mile buffer around all MARTA fixed route service) consists of 1.708 million people and includes Fulton County (800,119 service area population), DeKalb County (673,805 service area population) and Clayton County (234,456 service area population). The total population for the three counties is 2.140 million which is 25% greater than MARTA's defined service area population. For the month of April 2024, the average daily ridership for the system (bus, rail, Streetcar, and Mobility) was 178,547 passengers.

Factor 1: The Number and Proportion of LEP Persons Served or Encountered in the Eligible Service Population.

In order to analyze the number and proportion of LEP persons served or encountered in the eligible service population, MARTA used a mixture of data sources, including the data from the U.S. Census and internal agency data to examine the agency’s experience with LEP individuals and then determine the number and proportion of LEP persons served or encountered within their service area.

According to the DOT guidance on LEP populations, “the greater the number or proportion of LEP persons from a particular language group served or encountered in the eligible service population, the more likely language services are needed.” Therefore, MARTA also collected data in relation to the languages spoken at home within the service area.

Table 1: Languages Spoken at Home for the Population of 5 Years Old and Over (Source: US Census Bureau ACS 2018 to 2022 5-Year Estimates, Table C16001)

	FULTON COUNTY		DEKALB COUNTY		CLAYTON COUNTY	
	Population Estimate	Margin of Error (+/-)	Population Estimate	Margin of Error (+/-)	Population Estimate	Margin of Error (+/-)
Total:	1,003,989	±65	710,886	±77	275,123	±46
Speak only English	838,282	±4,647	573,244	±4,146	221,681	±1,850
Spanish:	59,133	±2,102	51,850	±1,447	32,627	±1,010
Speak English "very well"	38,062	±1,922	26,468	±1,662	17,965	±1,040
Speak English less than "very well"	21,071	±1,659	25,382	±1,498	14,662	±1,042
French, Haitian, or Cajun:	9,172	±1,507	8,176	±1,087	2,048	±782
Speak English "very well"	7,460	±1,294	5,933	±877	1,407	±655
Speak English less than "very well"	1,712	±596	2,243	±533	641	±364
German or other West	4,229	±956	2,097	±548	415	±293

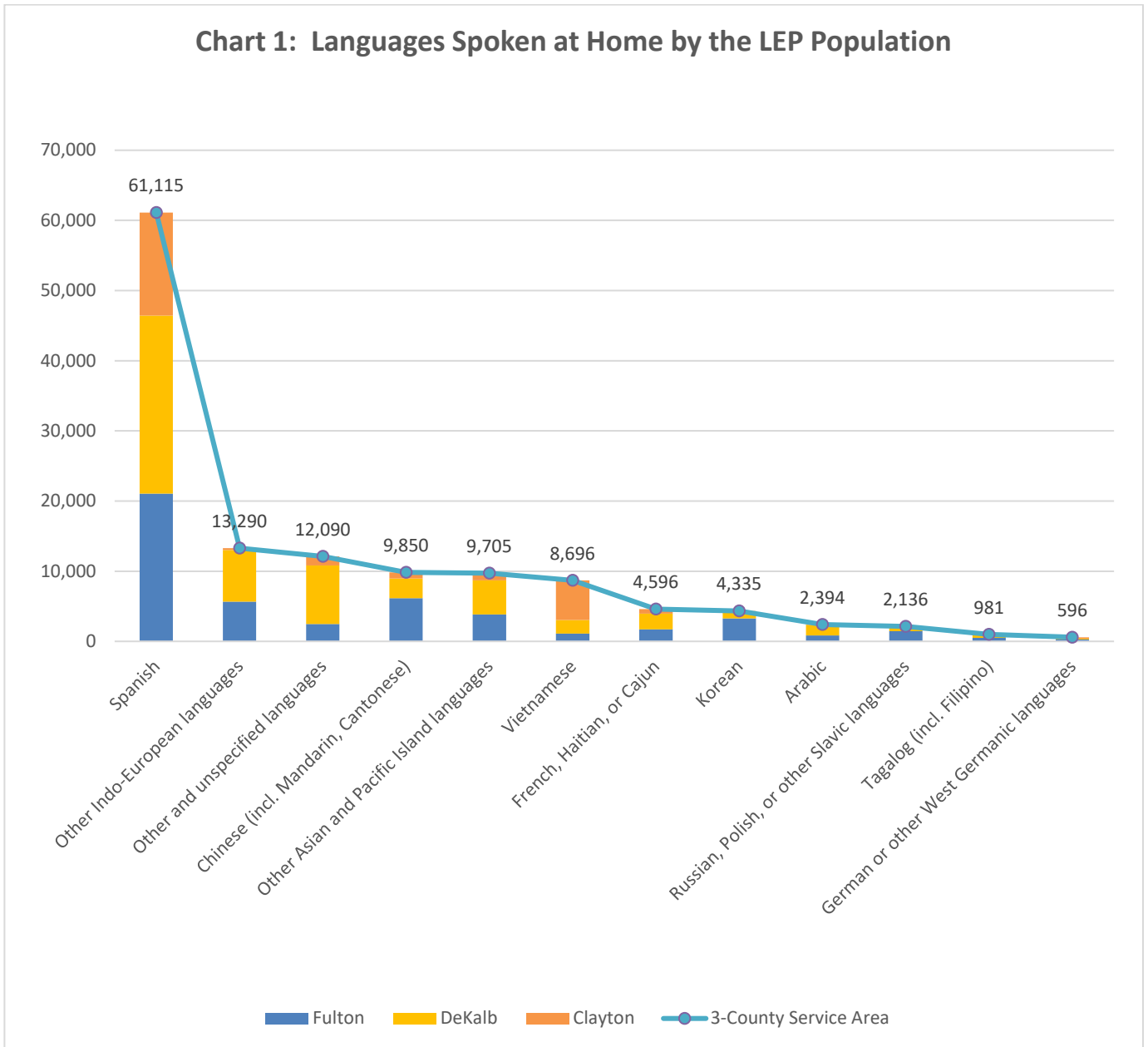
Germanic languages:						
Speak English "very well"	3,940	±935	1,984	±530	221	±152
Speak English less than "very well"	289	±158	113	±77	194	±242
Russian, Polish, or other Slavic languages:	5,766	±1,664	2,509	±476	5	±11
Speak English "very well"	4,298	±1,165	1,841	±438	5	±11
Speak English less than "very well"	1,468	±611	668	±210	0	±34
Other Indo-European languages:	28,430	±2,404	17,593	±1,920	806	±373
Speak English "very well"	22,770	±1,794	10,221	±1,264	548	±295
Speak English less than "very well"	5,660	±1,194	7,372	±1,369	258	±178
Korean:	7,138	±1,081	2,378	±419	244	±151
Speak English "very well"	3,884	±682	1,399	±293	142	±104
Speak English less than "very well"	3,254	±645	979	±276	102	±81
Chinese (incl. Mandarin, Cantonese):	13,767	±1,473	6,870	±970	1,030	±554
Speak English "very well"	7,602	±966	4,086	±612	129	±99
Speak English less than "very well"	6,165	±946	2,784	±590	901	±554
Vietnamese:	2,170	±767	3,476	±693	8,456	±920
Speak English "very well"	1,054	±348	1,550	±409	2,802	±502
Speak English less than "very well"	1,116	±501	1,926	±494	5,654	±740

Tagalog (incl. Filipino):	1,831	±507	863	±336	547	±358
Speak English "very well"	1,331	±437	481	±208	448	±340
Speak English less than "very well"	500	±204	382	±247	99	±93
Other Asian and Pacific Island languages:	18,069	±1,607	11,038	±1,464	2,279	±571
Speak English "very well"	14,212	±1,264	6,218	±779	1,251	±332
Speak English less than "very well"	3,857	±851	4,820	±1,138	1,028	±326
Arabic:	3,848	±1,137	3,527	±802	306	±299
Speak English "very well"	3,015	±847	2,016	±545	256	±240
Speak English less than "very well"	833	±411	1,511	±529	50	±74
Other and unspecified languages:	12,154	±1,803	27,265	±3,407	4,679	±1,131
Speak English "very well"	9,672	±1,512	18,912	±2,887	3,424	±935
Speak English less than "very well"	2,482	±775	8,353	±1,263	1,255	±447

Table 2: Prevalence of languages spoken at home by the LEP population (ACS 2018-2022 – Table C16001) by county and for the 3-county service area combined

	FULTON COUNTY		DEKALB COUNTY		CLAYTON COUNTY		3-County MARTA Service Area	
	Population Estimate	%	Population Estimate	%	Population Estimate	%	Population Estimate	%
Total Population:	1,003,989		710,886		275,123		1,989,998	
Speak only English	838,282	83.50%	573,244	80.64%	221,681	80.58%	1,633,207	82.07%
Spanish	21,071	2.10%	25,382	3.57%	14,662	5.33%	61,115	3.07%
French, Haitian, or Cajun	1,712	0.17%	2,243	0.32%	641	0.23%	4,596	0.23%
German or other West Germanic languages	289	0.03%	113	0.02%	194	0.07%	596	0.03%
Russian, Polish, or other Slavic languages	1,468	0.15%	668	0.09%	0	0.00%	2,136	0.11%
Other Indo-European languages	5,660	0.56%	7,372	1.04%	258	0.09%	13,290	0.67%
Korean	3,254	0.32%	979	0.14%	102	0.04%	4,335	0.22%
Chinese (incl. Mandarin, Cantonese)	6,165	0.61%	2,784	0.39%	901	0.33%	9,850	0.49%
Vietnamese	1,116	0.11%	1,926	0.27%	5,654	2.06%	8,696	0.44%
Tagalog (incl. Filipino)	500	0.05%	382	0.05%	99	0.04%	981	0.05%
Other Asian and Pacific Island languages	3,857	0.38%	4,820	0.68%	1,028	0.37%	9,705	0.49%
Arabic	833	0.08%	1,511	0.21%	50	0.02%	2,394	0.12%
Other and unspecified languages	2,482	0.25%	8,353	1.18%	1,255	0.46%	12,090	0.61%

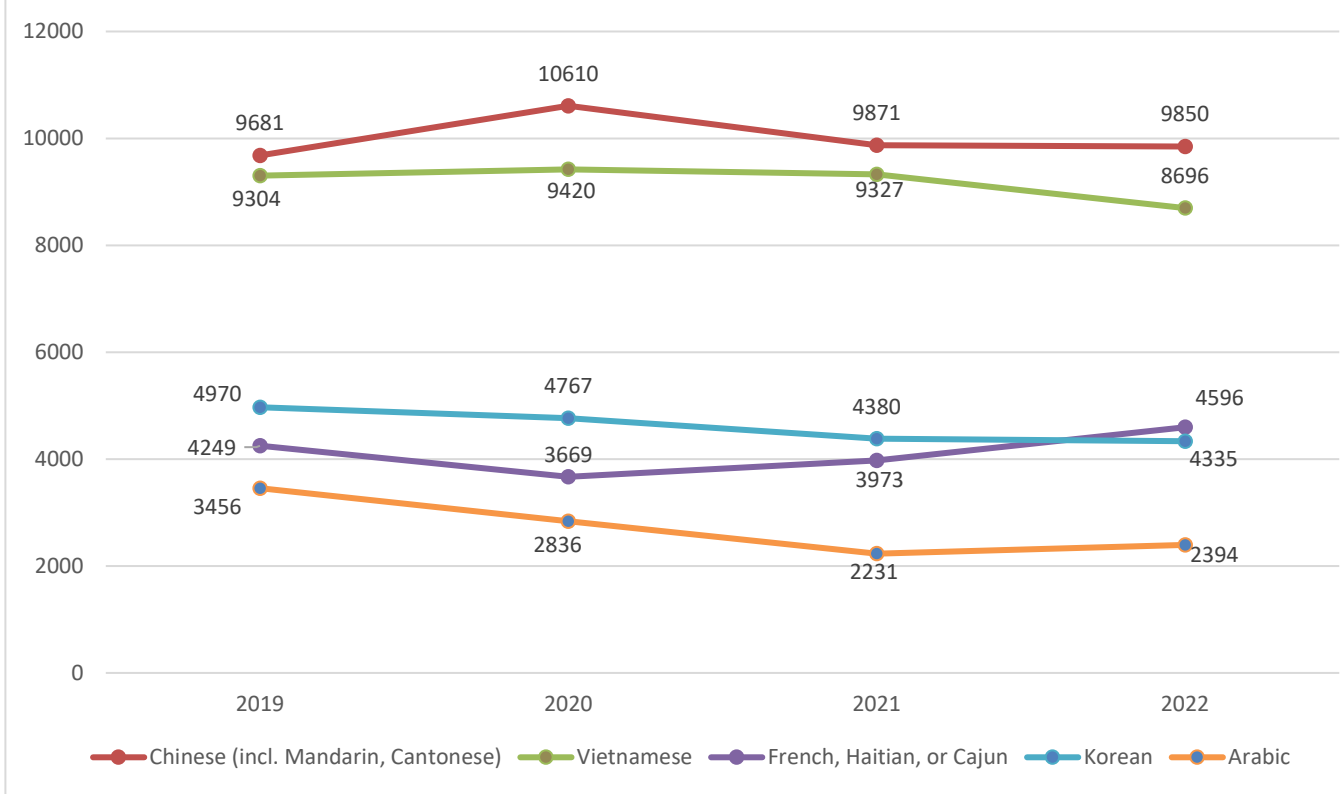
Chart 1: Languages Spoken at Home by the LEP Population



Data Source:

ACS 2018 – 2022
5-Year Estimates
Table C16001

Chart 2: Growth of languages most commonly used by the LEP population in the MARTA Service Area



Data Analysis

Table 2 details the estimated LEP population for each county. The Spanish-language is the most commonly spoken language at home in all three counties (21,071 persons in Fulton County; 25,382 persons in DeKalb County; 14,662 persons in Clayton County). Other than the Spanish-language, the **second and third most commonly spoken languages** at home differ by county:

Fulton County: 6,165 Chinese speakers; 3,254 Korean speakers

DeKalb County: 2,784 Chinese speakers; 2,243 French, Haitian, Cajun speakers

Clayton County: 5,654 Vietnamese speakers; 901 Chinese speakers

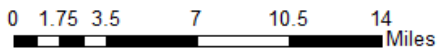
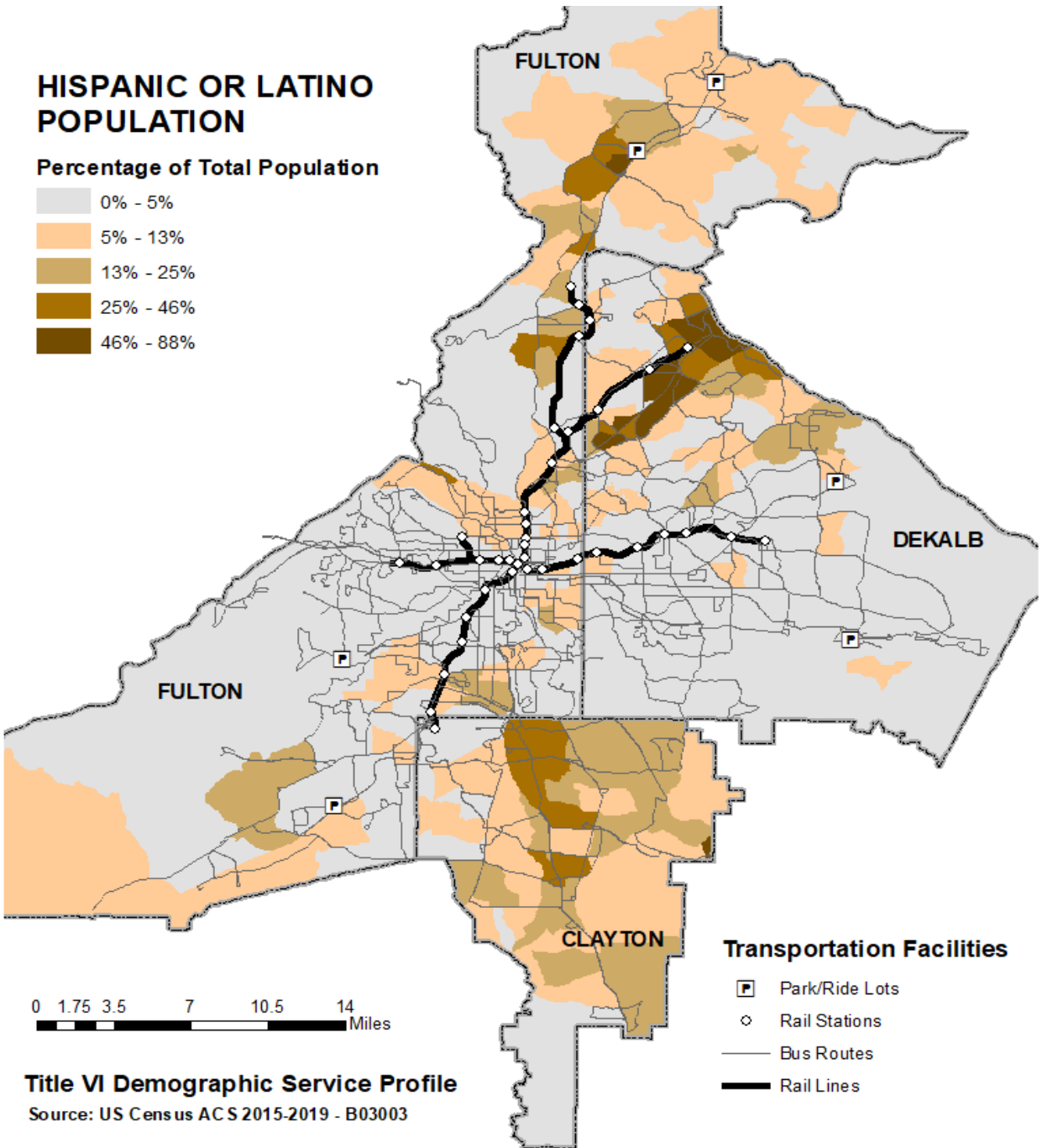
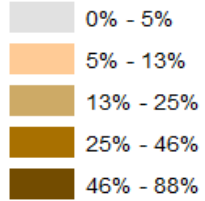
Charts 1 and 2 provide graphical comparison of languages spoken at home by the LEP population in the MARTA service area (Fulton, DeKalb and Clayton counties combined). Chart 1 ranks languages from left to right in order of greatest to lowest number of speakers. Individually classified languages in the order of greatest to lowest number of speakers are Spanish (61,115 persons), Chinese, including Mandarin and Cantonese (9,850 persons), Vietnamese (8,696 persons), French, Haitian, or Cajun (4,596 persons), and Korean (4,335 persons). The aggregated language classifications ‘Other Indo-European languages’, ‘Other and unspecified languages’, and ‘Other Asian and Pacific Island languages’ are ranked somewhat highly but are comprised of a diverse range of distinct languages that are not sufficiently common to be classified individually.

Chart 2 illustrates the trend of LEP population growth over time. Comparison of LEP population from 2019 shows trend of decline among Arabic speakers and an increase in French, Haitian, Cajun speakers.

Taken together, the above findings suggest that MARTA should continue LEP programming in the Spanish language, and the most common Asian languages (Vietnamese, Chinese and Korean). MARTA will additionally continue to monitor the growth of the French-speaking population and evaluate the need for inclusion of the French-language.

HISPANIC OR LATINO POPULATION





Percentage of Total Population



Title VI Demographic Service Profile

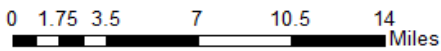
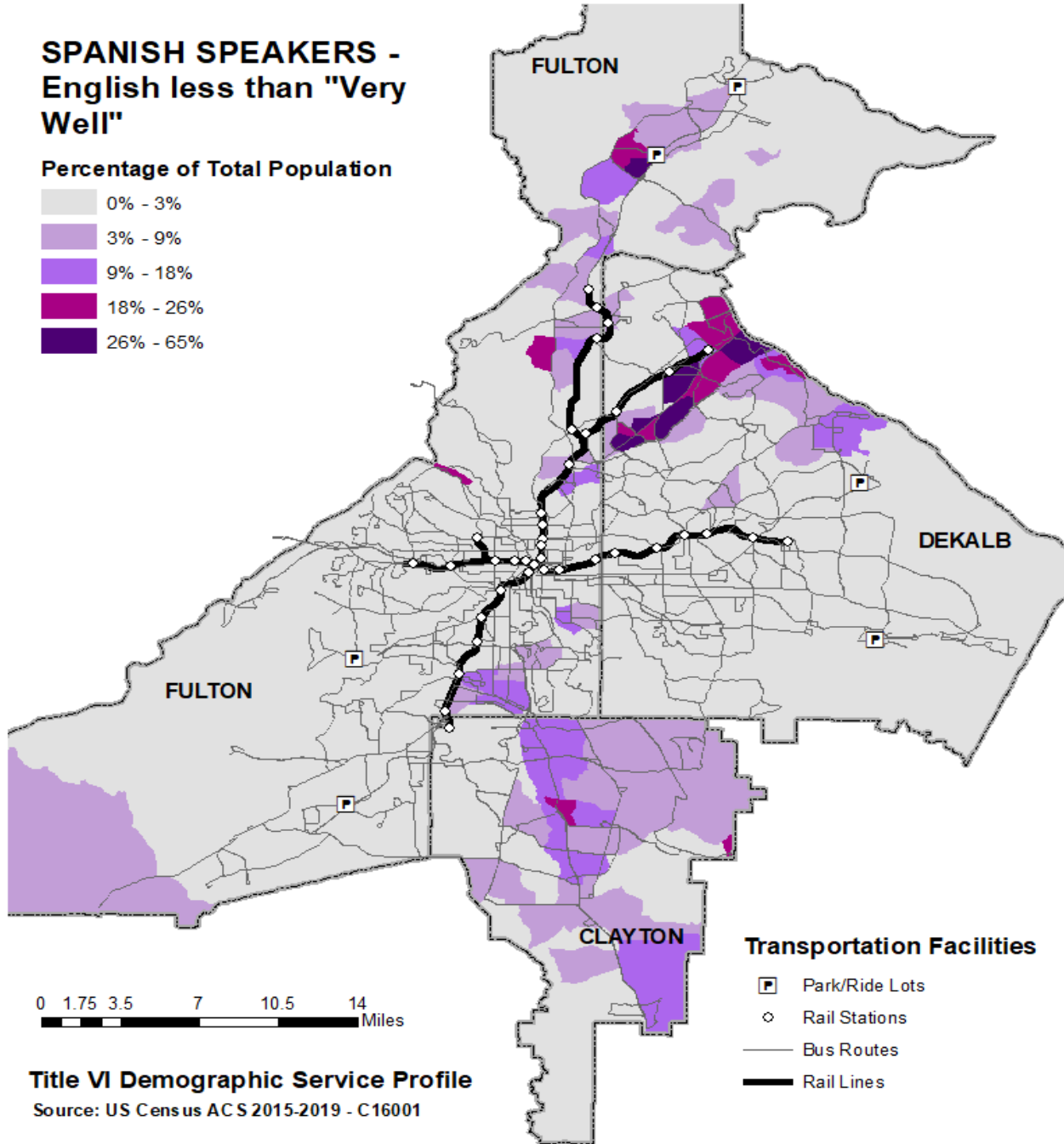
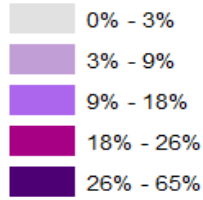
Source: US Census ACS 2015-2019 - B03003

Transportation Facilities

-  Park/Ride Lots
-  Rail Stations
-  Bus Routes
-  Rail Lines

SPANISH SPEAKERS - English less than "Very Well"


Percentage of Total Population



Title VI Demographic Service Profile

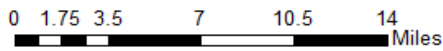
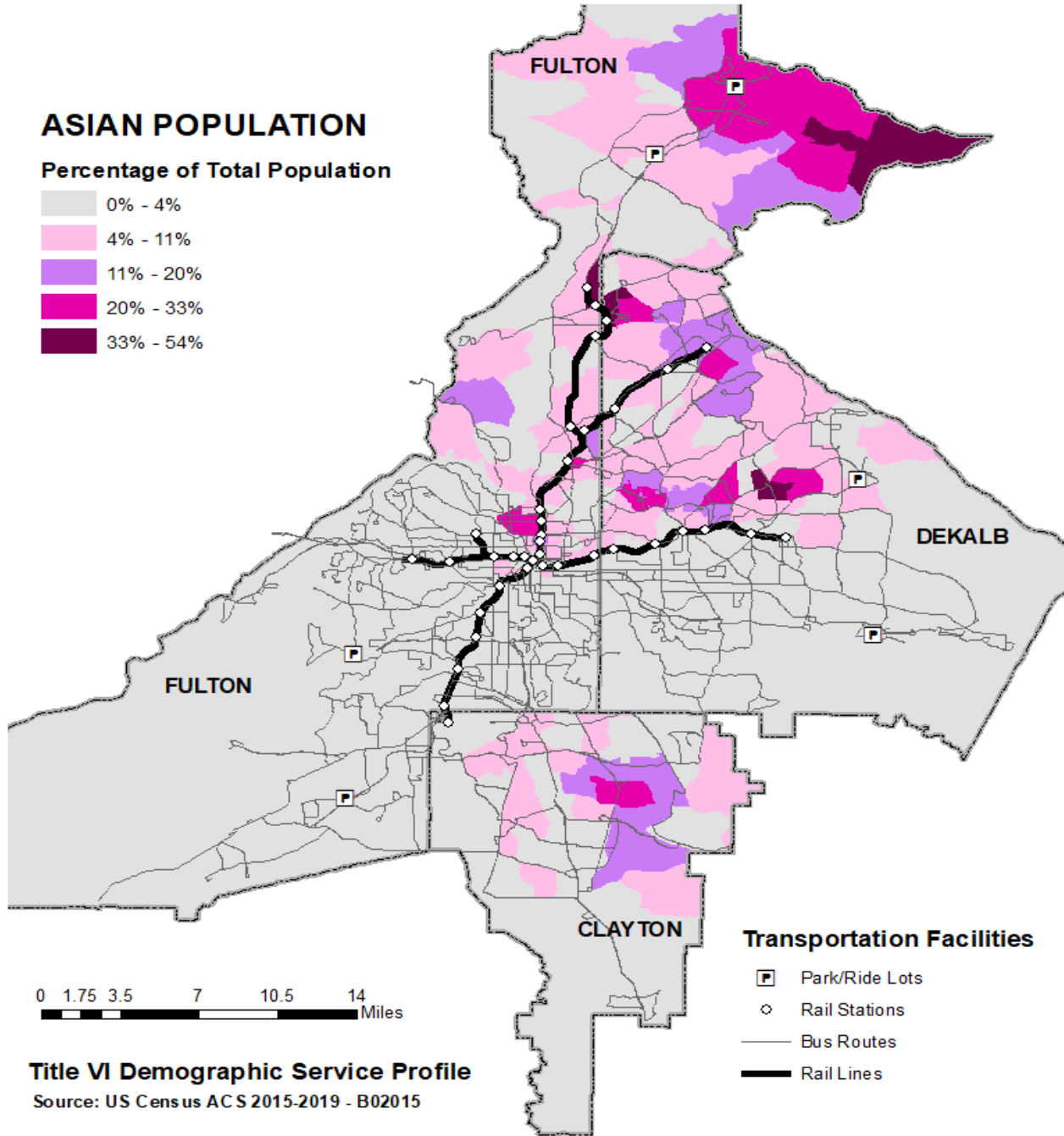
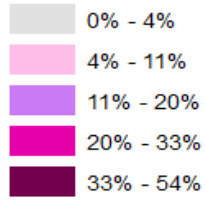
Source: US Census ACS 2015-2019 - C16001

Transportation Facilities

-  Park/Ride Lots
-  Rail Stations
-  Bus Routes
-  Rail Lines

ASIAN POPULATION

Percentage of Total Population



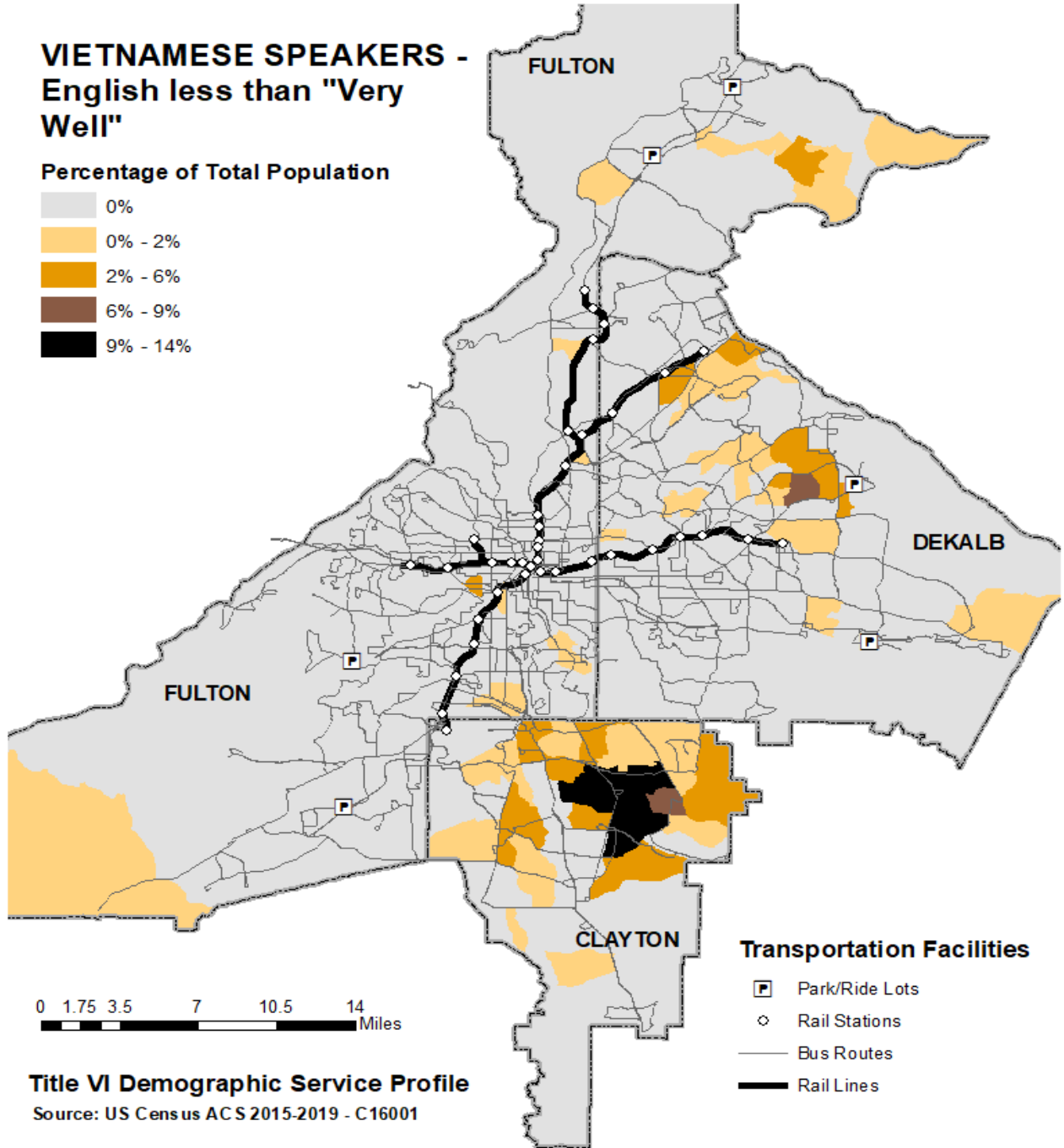
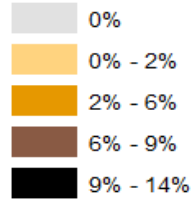
Title VI Demographic Service Profile
 Source: US Census ACS 2015-2019 - B02015

Transportation Facilities

-  Park/Ride Lots
-  Rail Stations
-  Bus Routes
-  Rail Lines

VIETNAMESE SPEAKERS - English less than "Very Well"

Percentage of Total Population



Title VI Demographic Service Profile

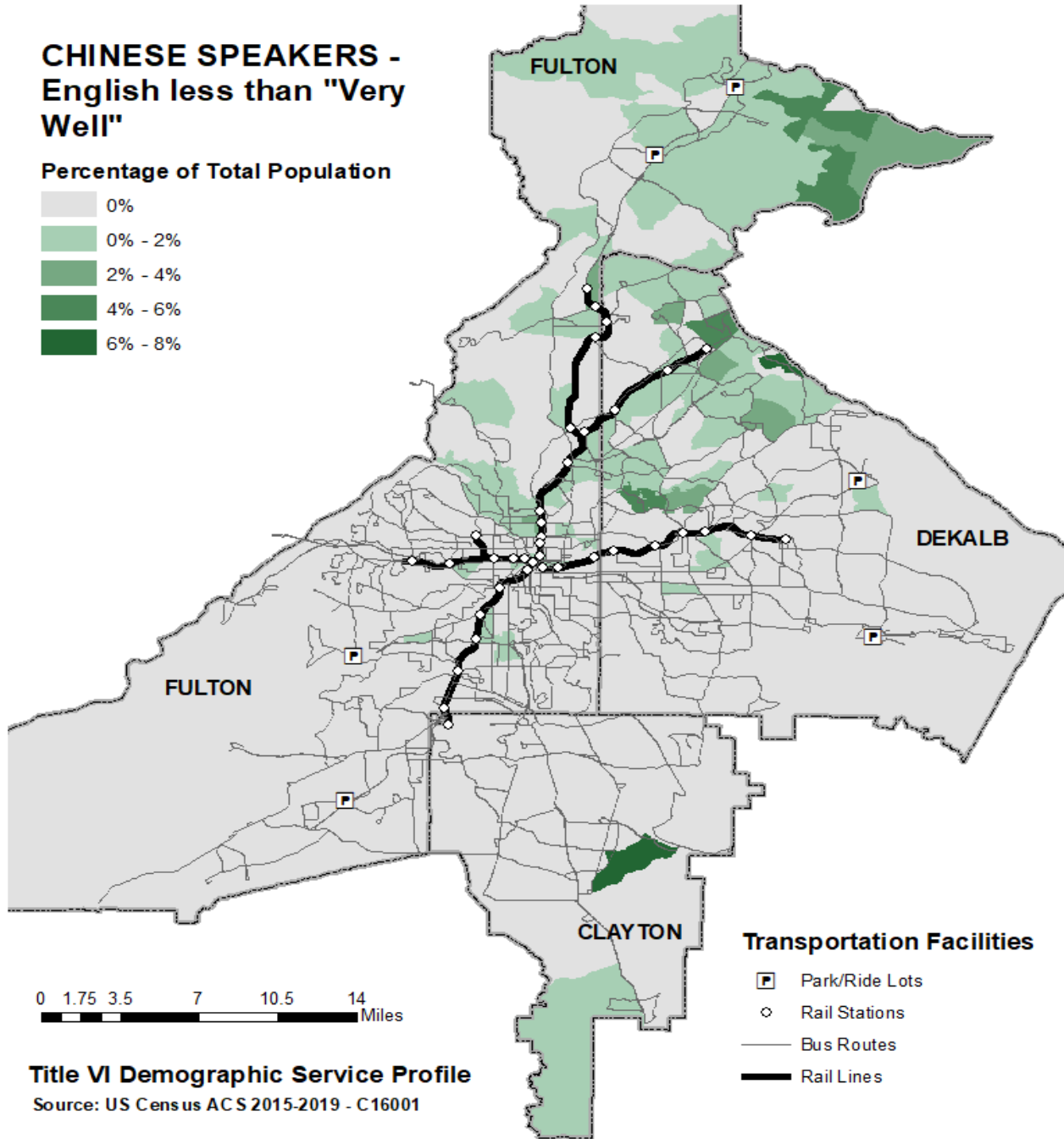
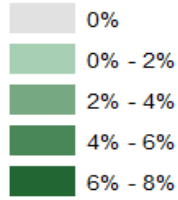
Source: US Census ACS 2015-2019 - C16001

Transportation Facilities

-  Park/Ride Lots
-  Rail Stations
-  Bus Routes
-  Rail Lines

CHINESE SPEAKERS - English less than "Very Well"


Percentage of Total Population



Title VI Demographic Service Profile

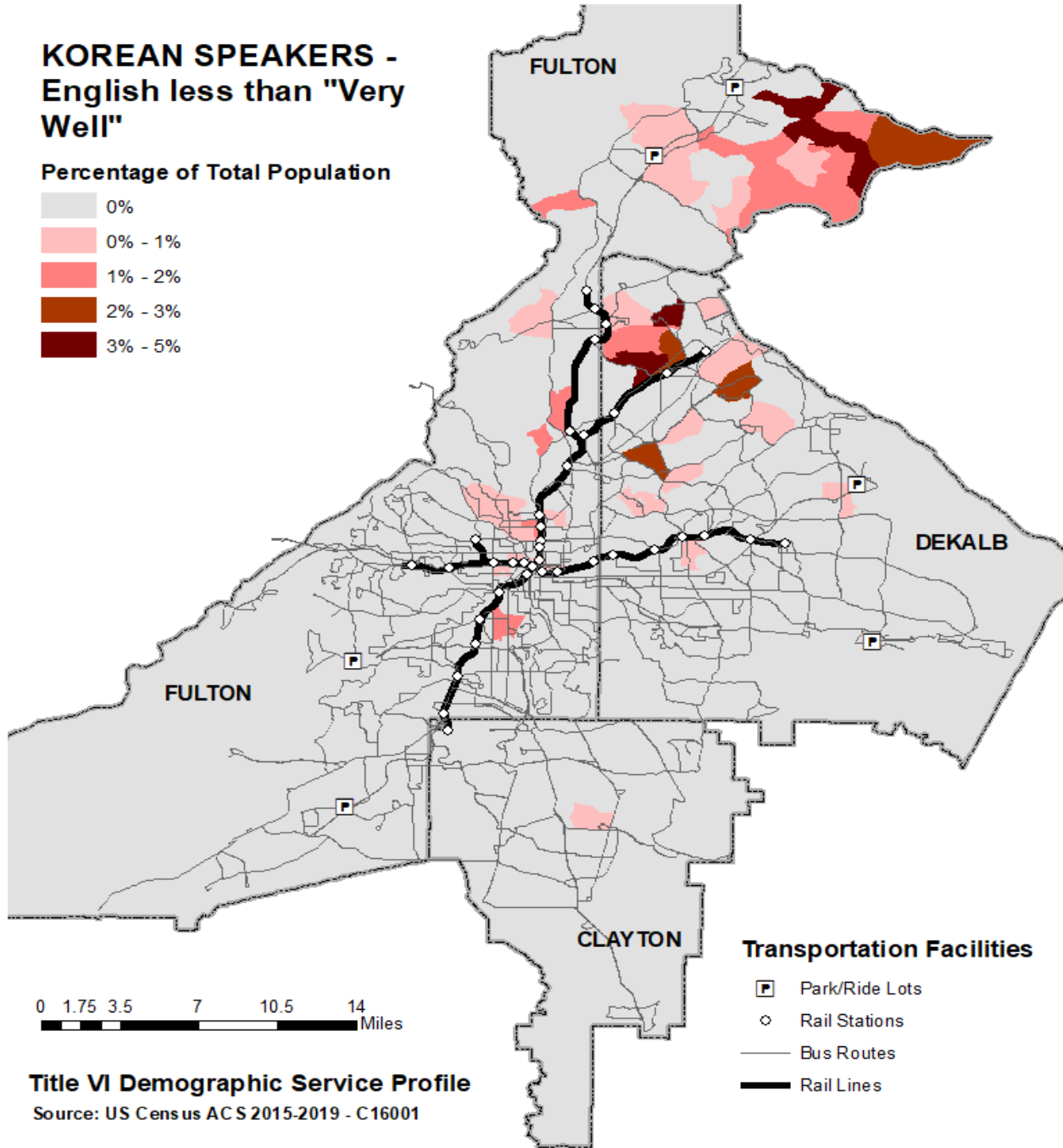
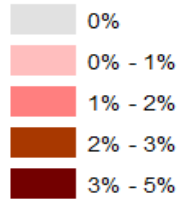
Source: US Census ACS 2015-2019 - C16001

Transportation Facilities

-  Park/Ride Lots
-  Rail Stations
-  Bus Routes
-  Rail Lines

KOREAN SPEAKERS - English less than "Very Well"





Percentage of Total Population



Title VI Demographic Service Profile

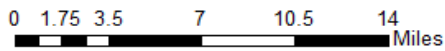
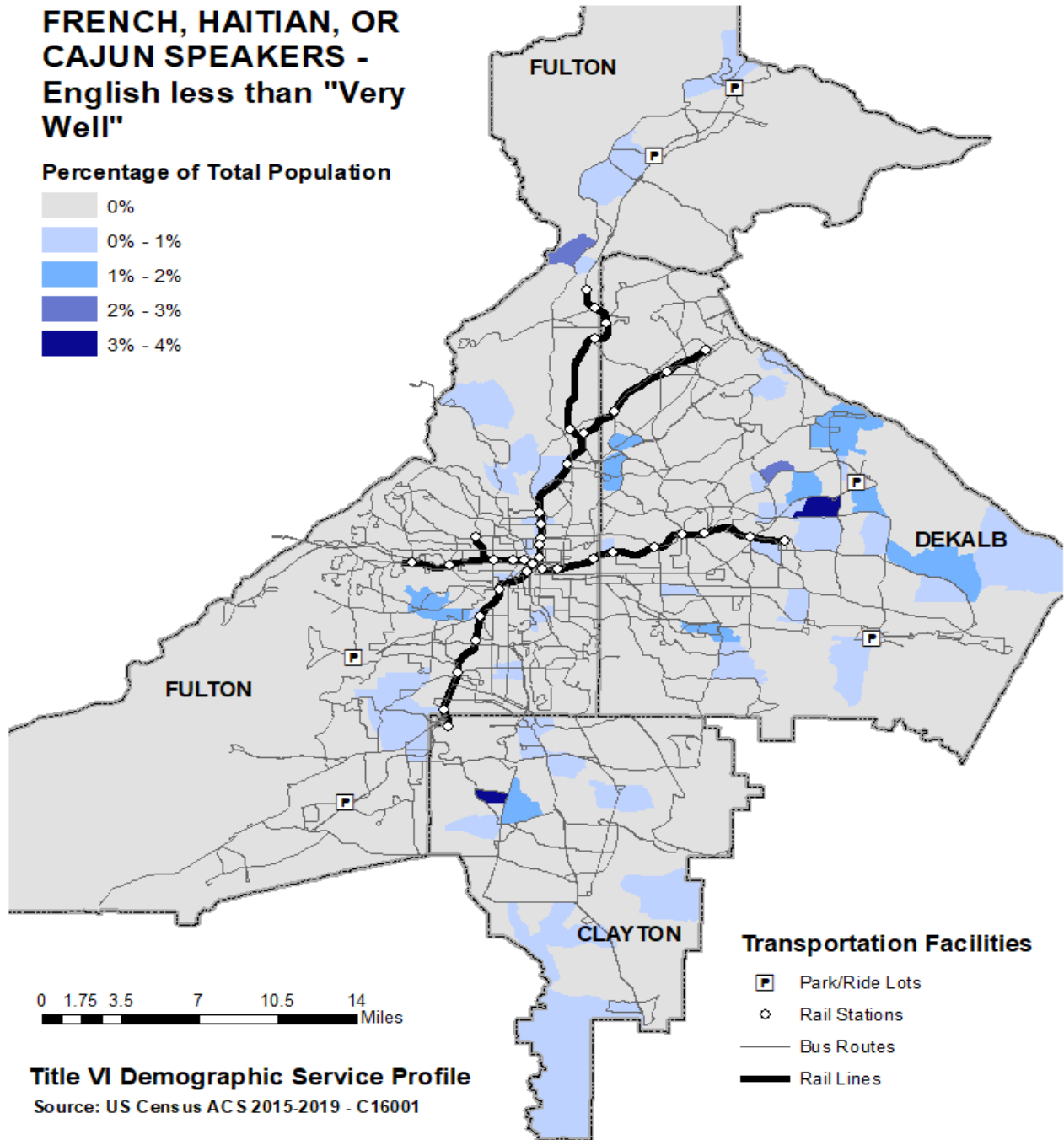
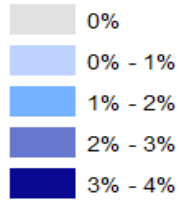
Source: US Census ACS 2015-2019 - C16001

Transportation Facilities

-  Park/Ride Lots
-  Rail Stations
-  Bus Routes
-  Rail Lines

FRENCH, HAITIAN, OR CAJUN SPEAKERS - English less than "Very Well"



Percentage of Total Population



Title VI Demographic Service Profile

Source: US Census ACS 2015-2019 - C16001

Transportation Facilities

-  Park/Ride Lots
-  Rail Stations
-  Bus Routes
-  Rail Lines

Factor 2: The Frequency with Which LEP Individuals Come into Contact with MARTA Programs, Activities, and Services

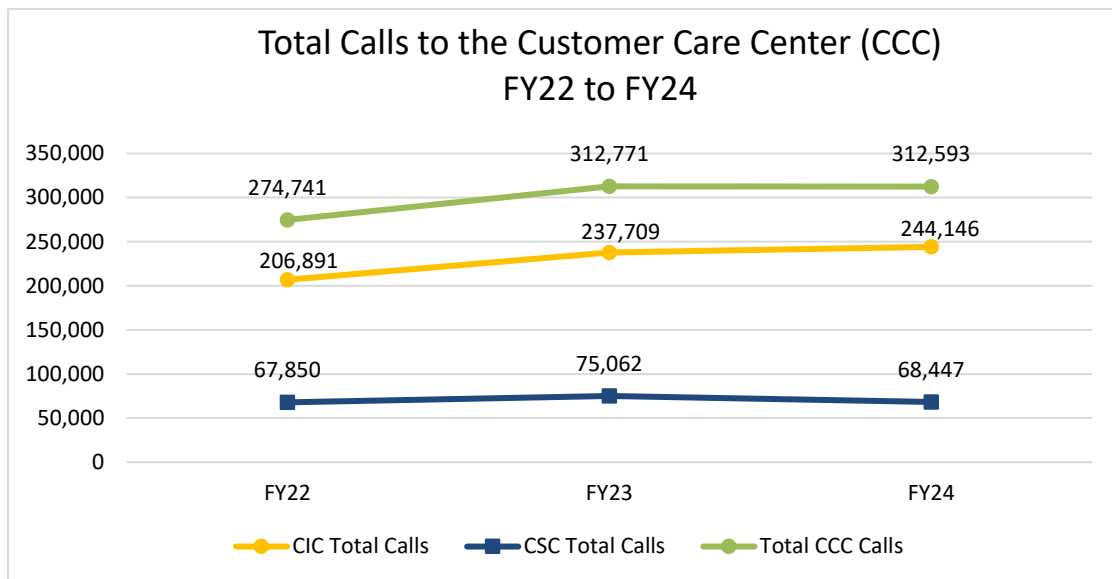
MARTA has considered the frequency of contact that patrons who speak different languages may have with MARTA services. In order to establish the frequency of contact by LEP persons, MARTA utilized a combination of the following resources:

- MARTA’s Customer Service Center Data
- Language Line Usage
- MARTA’s Quality of Service Survey
- Website Data

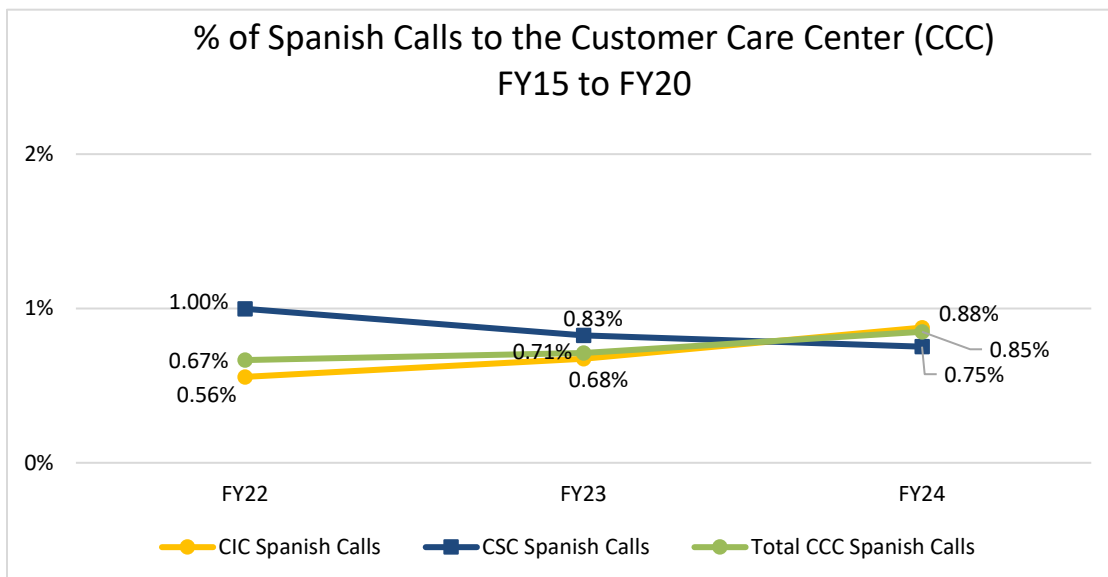
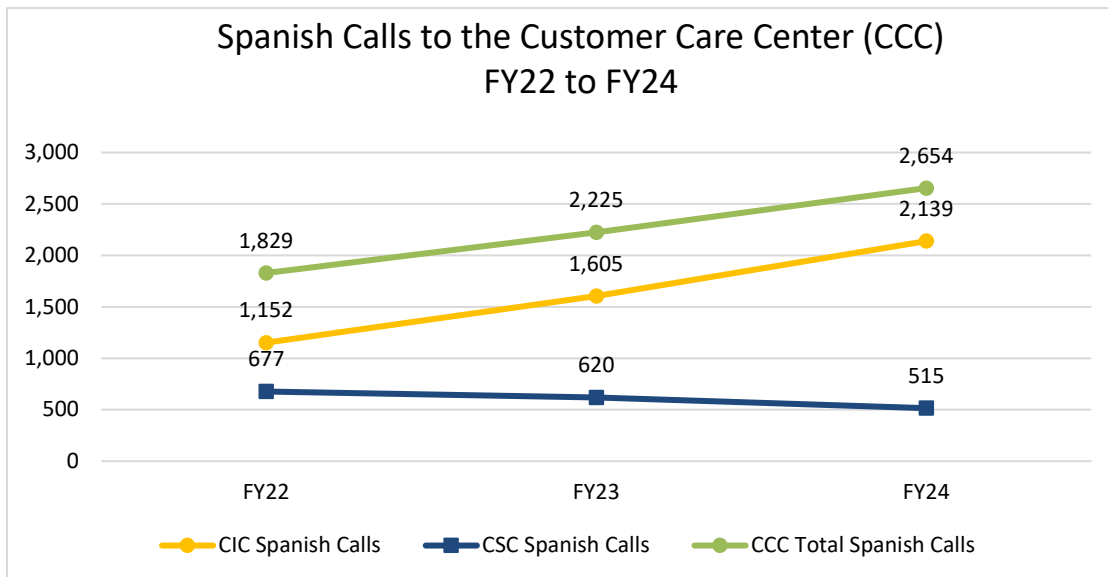
For MARTA programs, where public outreach or involvement is central to the mission, staff has and will continue to consider the appropriate outreach to LEP persons and how additional resources could increase the frequency of contact with those groups, triggering a higher level of language assistance and, therefore, participation.

Customer Service Center Data

The Customer Care Center is comprised of two call centers, the Customer Service Center and Customer Information Center. The Customer Information Center (CIC) assists patrons with bus and rail schedules and trip itineraries while the Customer Service Center (CSC) handles customer complaints and concerns. Most total calls to the Customer Care Center are for Customer Information (CIC), and the number of CIC calls has been increasing since FY22.



During FY2024, the Customer Care Center received 2,654 calls in which callers requested the Spanish automated phone system, a 45% increase compared to FY22. Callers selecting the Spanish menu option were routed to bilingual Customer Care Center representatives if they were available. During fiscal years FY22 through FY24, up to 1% of calls to the Customer Care Center requested Spanish.



Language Line Translation Services Usage

The Language Line Service is a company that is contracted to provide MARTA with a consistent 24-hour a day 7 days a week rapid access to high quality interpreters for more than 200 languages. Almost all calls using the language translation service are to MARTA administrative offices, primarily the Customer Care Center.

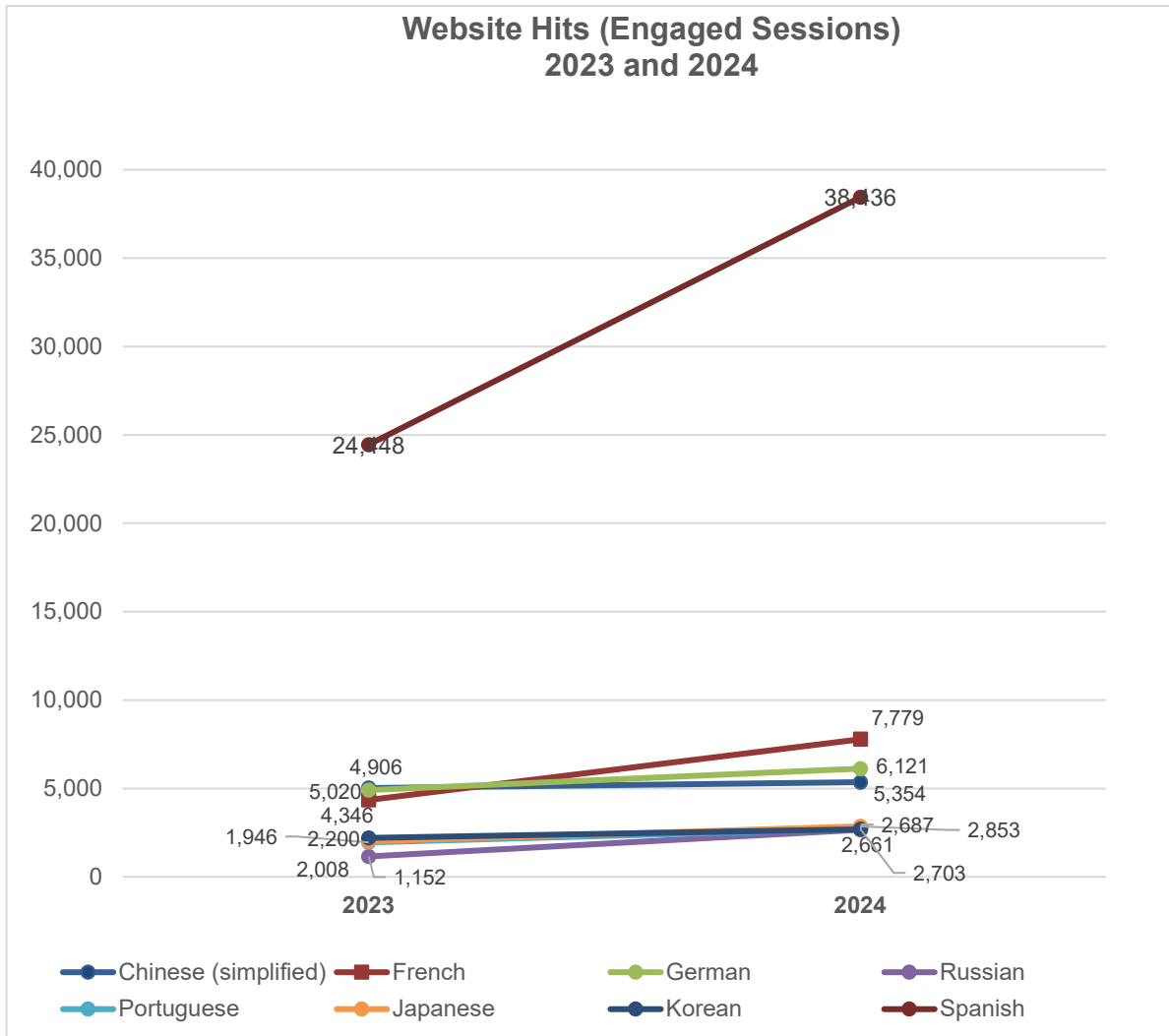
Assessment of the Language Line Use

The vast majority of the LEP-related translation service calls were funneled through or came directly to the Customer Service Center, which handles customer complaints and general feedback. The second largest volume of calls came through the Customer Information Center which provides bus and rail scheduling as well as trip itinerary information.

Language	Calls	Minutes	Charges	Avg. Connect Time	Avg. Minutes	% of Total
SPANISH	1765	18754	15940.90	11.81	10.6	97.3
FRENCH	16	141	139.59	38.69	8.8	0.88
RUSSIAN	7	54	53.46	68.00	7.7	0.39
MANDARIN	6	58	57.42	84.17	9.7	0.33
SOMALI	4	77	76.23	3.00	19.3	0.22
ARABIC	3	55	54.45	12.33	18.3	0.17
PORTUGUESE	3	34	33.66	3.67	11.3	0.17
SWAHILI	2	25	24.75	3.50	12.5	0.11
HAITIAN CREOLE	2	20	19.80	30.50	10	0.11
VIETNAMESE	2	25	24.75	3.00	12.5	0.11
GUJARATI	1	4	3.96	2.00	4	0.06
BOSNIAN	1	6	5.94	0.00	6	0.06
HINDI	1	25	24.75	12.00	25	0.06
KOREAN	1	16	15.84	12.00	16	0.06

Website Hits by Language

The MARTA website, itsmarta.com, has a Google translate widget that allows visitors to translate the site into 8 languages other than English: Spanish, Chinese (simplified), French, German, Russian, Portuguese, Japanese, and Korean. The graph below shows website hits by language for 2023 and 2024.



Voice of the Customer Survey Data

The Voice of the Customer (VOC) Survey is a comprehensive study that tracks customer satisfaction and perceptions for MARTA’s rail and fixed-route bus service. The VOC is also used to monitor demographics and usage behavior of MARTA patrons.

The FY2024 Voice of the Customer survey database was used to compile information on demographic attributes of MARTA’s riders for LEP. The report presents statistics from 1,021 surveys that R&A Data Collection Specialists distributed on board MARTA’s rail and fixed route bus systems.¹

FY24 Voice of the Customer Survey: Primary Language Spoken at Home

More than nine out of ten respondents of the FY24 VOC Survey reported that English was the primary language spoken at home (89.4%). The second most common language was Spanish (6.7%).

Language	Contact %
English	89.4%
Spanish	6.7%
Chinese	0.5%
Vietnamese	0.1%
Other	3.3%
Total	100.0%

¹ The Voice of the Customer Survey has undergone a significant overhaul and data collection was conducted during only one quarter of FY24, resulting in a smaller sample size than usual.

Factor 3: The Importance to LEP Persons of Your Program, Activities and Services

Once MARTA assessed which LEP populations and languages were most frequently encountered, the importance of MARTA programs, activities, or services to LEP individuals were considered. As a general rule, the more important the activity, information, service, or program, or the greater the possible consequences of the contact to the LEP individuals, the more likely language services will be needed. If the denial or delay of access to services or information could have serious implications for the LEP individual, procedures should be in place to provide language assistance to LEP persons as part of standard business practices.

General access to transportation, customer service, public hearings/community forums, and emergency services are the most important links between LEP populations and MARTA. The ability for LEP populations to utilize bus and rail services is vitally important. Therefore, MARTA has signage in stations in both English and Spanish. Information in relation to bus routes and customer service support are available to LEP populations in Spanish and various languages. The Language Line provides vital connections between LEP populations and access to Police Services, Customer Care Services including rail and bus line information.

MARTA anticipated that LEP communities (i.e., Hispanic, Chinese, Korean, and Vietnamese) would require additional outreach, in relation to community forums and public hearings. For public hearings and community forums, MARTA provides or acquires translators and announcements in alternative formats and multiple languages to ensure that information is properly conveyed to respective LEP populations. In addition, MARTA advertises public hearings in the primary languages used by LEP populations including Spanish, Chinese, Korean, and Vietnamese.

Factor 4: The Resources Available and the Costs

Resources

Oral Interpretation Services

MARTA has identified the resources available to ensure that language assistance is provided to LEP persons participating in our programs or activities. MARTA demographics, frequency, and importance of contact will dictate the level of language services MARTA will commit to provide. Some language services are provided at little or no cost, such as using community volunteers or bilingual staff as interpreters. Using a telephone language line is less expensive than hiring an interpreter. To meet LEP Program requirements, MARTA will continue to explore various means of delivering competent and accurate language services as cost are also considered.

Written Translation Services

Based on the Safe Harbor Provision guidelines under FTA Circular 4702.1B, MARTA will weigh the costs and benefits of translating vital documents for potential LEP groups, considering the expense of translating the documents, the barriers to meaningful translation or interpretation of technical transit information, the likelihood of frequent changes in documents, the existence of multiple dialects within a single language group, the apparent literacy rate in an LEP group, and other relevant factors.

As outlined under the Safe Harbor Provisions, when there are more than 50 persons in a language group that reaches the 5% trigger, MARTA will translate vital written materials. If there are fewer than 50 persons in a language group that reaches the 5% trigger, MARTA will provide written notice, in the primary language of the LEP group, of the right to receive competent oral interpretation of free written materials.

MARTA will undertake this examination when an eligible LEP group constitutes 5% of an eligible client group (for example, 5% of MARTA's service area) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered.

MARTA is committed to assuring that resources are used to reduce the barriers that limit access to its information and services by LEP persons. MARTA is committed to expending necessary resources on language services, which includes: the publication of Riders Guide in other languages, printing of bus schedules and service change announcements in Spanish, website translation software, and bilingual staff in the call center, and bilingual surveyors in the administrative offices to make station announcements as needed.

In response to the needs of the Spanish-speaking population, the largest language-minority population MARTA serves, MARTA routinely translates publications into Spanish, commonly provides interpretation services in Spanish, and has Spanish-speaking customer-service representatives at its customer care call centers. MARTA translates publications in Chinese, Korean, Vietnamese, and other languages upon request and as needed during specific outreach activities/events.

Cost of Translations 2022 - 2024

Translation Source	Event	Date	Cost
API) Formerly AALS (Chinese, Korean, Vietnamese)	May Budget Hearing	04/29/22	\$1,860.76
True Language (Spanish)	Marta Reach 4.5x6.25 flyer	01/21/22	\$212.50
	Track Replacement 2022 - A Stations	01/26/22	\$250.00
	Track Replacement 2022 - A Stations	01/28/22	\$250.00
	Reach workshop in Spanish & Vietnamese and Reach townhall flyer in Spanish only	02/03/22	\$387.50
	Track Replacement 2022 - C Stations	02/03/22	\$212.50
	Track Replacement 2022 - E Stations	02/10/22	\$212.50
	Track Replacement 2022 - D Stations	02/11/22	\$212.50
	Reach Poster	02/17/22	\$212.50
	Reach Fact Sheet French Translations	03/07/22	\$229.32
	See & Say 2.0 App	04/25/22	\$306.25
	See & Say 2.0 App	05/24/22	\$280.37
	See & Say 2.0 App	06/28/22	\$231.81
	National Voter Registration Day	08/26/22	\$232.50
	September Service Change Notice	09/02/22	\$578.24
Mundo Hispanico (Spanish)			
Cost of translation included in cost to run.	Track Replacement 2022	2/3, 2/9, 2/16/22	\$2,800.00
		Total	\$8,469.25

2023			
API)Formerly AALS (Chinese, Korean, Vietnamese)	May Budget Hearing Ad	05/02/23	\$2,009.04
True Language (Spanish)	Track Replacement 2023 - Package A	01/19/23	\$357.50
	Track Replacement 2023 - B & C Stations, D & E Banners, Buckhead Station	01/19/23	\$740.75
	Track Replacement 2023 -Medical Center & Lenox Stations banners	01/24/23	\$220.00
	Parking Lot Repaving Fact Sheet	02/21/23	\$327.37
	April Service Change Notice	04/03/23	\$287.99
	Breeze Mobile 2.0 bus shelter hanger	04/12/23	\$232.50
	Breeze Mobile 2.0 rail card	04/14/23	\$232.50
	MARTA Mobility FAQ Key Contacts, Reduced Fare Brochure & Travel Training Initiative Flyer	04/19/23	\$416.19
	Breeze Mobile 2.0 ad	04/24/23	\$272.50
	Indian Creek Rehab flyer	04/20/23	\$306.31
	H.E. Holmes TOD flyer	05/26/23	\$232.50
	MARTA K-12 Parent Information flyer	07/11/23	\$150.00
Mundo Hispanico (Spanish) Cost of translation included in cost to run.	May Budget Hearing Ad	05/16, 05/18/23	\$1,400.00

	Breeze Mobile 2.0	4/20, 4/27, 5/11, 5/25/23	\$5,300.00
		Total	\$12,485.15
2024			
True Language (Spanish)	Riders Advisory Council (RAC) Application	02/05/24	\$206.48
TransPerfect	Service Change Notice	08/07/24	\$117.56
Mundo	Public Hearing Notice	01/25/24	\$100.00
	Airport Station Closure	03/7, 3/14, 3/21, 3/28/24	\$100.00
	May Budget Hearing	04/15/24	\$100.00
	Five Points Transformation	08/28/24	\$100.00
	Public Hearing Notice	8/29, 9/25/24	\$100.00
API) Formerly AALS (Chinese, Korean, Vietnamese)	February Public Hearing Notice	02/05/24	\$721.56
	Service Change Notice	03/22/24	\$182.79
	May Budget Hearing	05/07/24	\$1,784.00
	Sept. Public Hearing Notice	08/07/24	\$438.75
		Total	\$3,951.14

MARTA Outreach Activities and Public Hearings 2022 – 2024

Year-Date	Public Hearing/Engagement Activities	Locations/ Method
Friday, February 4, 2022	Transit Equity Day	West End Station
Friday, February 18, 2022	Senior Voter Registration	East Point Station
Monday, February 28, 2022	MARTA Reach Launch event	Harrison Square GA Tech
Tuesday, March 22, 2022	MARTA Reach Pop-up event	East Lake Station
Wednesday, March 23, 2022	MARTA Reach Pop-up event	HE Holmes Station
Saturday, March 26, 2022	Campbellton Bus Tour	Oakland City Station/Greenbriar Mall
Tuesday, March 29, 2022	DeKalb County Voter Registration Listening Session	Virtual
Tuesday, April 19, 2022	Upper Westside CID Community Event	Midtown Collective
Saturday, May 21, 2022	Campbellton Open House	Junction 2800, SW Atlanta
Tuesday, May 24, 2022	Older Americans Month Event	Benson Senior Multipurpose Center
Wednesday, May 25, 2022	Cheshire Bridge High Rise Senior Event	Cheshire Bridge High Rise
Saturday, June 18, 2022	Juneteenth Event	Centennial Park
Wednesday, June 22, 2022	Launch – Ribbon Cutting – Kensington Station Soccer	Kensington Station
Tuesday, September 20, 2022	MARTA National Voter Registration Day event	College Park, HE Holmes, Five Points, Kensington, Doraville, North Springs, Lindbergh
Thursday, September 22, 2022	Westside Works Relaunch Event	Westside Works

Saturday, September 24, 2022	Lindbergh Station Soccer Grand Opening event	Lindbergh Station
Saturday, October 8, 2022	DeKalb Community Empowerment Fall Festival	South Dekalb Mall Galleria
Tuesday, October 11, 2022	College Park Housing PCC/FSS – Partnership	Virtual
Thursday, October 13, 2022	South Fulton Human Services Coalition Meeting	Virtual
Friday, October 21, 2022	Senior Summit Lunch and Learn	Harriet Darnell Multipurpose Senior Center
Saturday, October 22, 2022	Clayton County Fall Festival	Flat Shoals Park
Wednesday, October 26, 2022	College Park Senior Fall Festival	College Parl Public Safety Bldg.
Saturday, November 5, 2022	Oakland City TOD Workshop/Pop-up	Oakland City Station
Tuesday, November 15, 2022	College Park Housing Agency Appreciation event	The Network ATL (Right Hand Foundation)
Thursday, November 17, 2022	Thanksgiving Event (Lil'Baby/Goodr/UPS/Hawks	West End Station
Thursday, December 15, 2022	College Park Housing Authority Senior Event	Lindsay Building, College Park
Wednesday, December 21, 2022	Armour Yard Tour	Armour Yard Facility
Saturday, February 18, 2023	Clifton Transit Open House	North Decatur Presbyterian Church
Saturday, February 25, 2023	Live Well Day	Atlanta Food Bank
Tuesday, March 7, 2023	ARC Community Connect Senior Program	Peachtree Road Senior Highrise
Wednesday, March 8, 2023	ARC Community Connect Senior Program	Cheshire Bridge Highrise
Thursday, March 9, 2023	ARC Community Connect Senior Program	Marietta Road Highrise

Tuesday, March 14, 2023	ARC Community Connect Senior Program	East Lake Highrise
Wednesday, March 15, 2023	ARC Community Connect Senior Program	Georgia Ave Highrise
Thursday, March 16, 2023	ARC Community Connect Senior Program	Cosby Spear Highrise
Saturday, March 25, 2023	GOODR Clayton Event	Tara Stadium
Monday, April 24, 2023	Autism Awareness Month event	Kirkwood Library
Saturday, April 29, 2023	Dekalb Youth and Family Summit	Redan Rec Center
Sunday, April 30, 2023	Roswell Moves Event	Canton Street, Roswell
Thursday, May 11, 2023	MARTA/Goodr Event w/ Commissioner Hambrick/ Reduced Fare Pop-up	Frank Bailey Senior Center
Saturday, May 20, 2023	MARTA x Goodr Event w/ Commissioner Anderson/ Reduced Fare Pop-up	Sonna Singleton Senior Center
Saturday, June 10, 2023	Lakewood Community Block Party Event	Rosel Fann Rec Center
Saturday, July 15, 2023	MARTA Day at the Science Gallery's JUSTICE exhibit	Pullman Yards
Saturday, July 22, 2023	APS Back to School Bash	GWCC
Friday, August 18, 2023	Trinity Towers High Rise-Reduced Fare Pop-up	Trinity Towers Senior Highrise
Wednesday, August 30, 2023	Empowering Women @ MARTA – Building a Strong Support Network	Virtual
Wednesday, September 6, 2023	Goodr Mobile Market/Reduced Fare Pop-up	Flint River Community Center
Friday, September 8, 2023	Clairmont Oaks Senior High-rise Lunch & Learn	Clairmont Oaks Senior Highrise

Tuesday, September 19, 2023	MARTA National Voter Registration Day Event	Five Points, College Park, HE Holmes, Doraville, Lindbergh, North Springs, Kensington stations
Sunday, September 24, 2023	Atlanta Streets Alive	Five Points, Peachtree and Civic Center stations
Wednesday, October 4, 2023	J H. Huie Elementary School – Reading & Career Day	John H. Huie Elementary School
Monday, October 9, 2023	Briarcliff Oaks Senior High-rise Health Fair	Briarcliff Oaks Senior High-rise
Friday, October 13, 2023	Reduced Fare Pop-up – Clairmont Oaks Senior Highrise	Clairmont Oaks Senior Highrise
Saturday, October 21, 2023	West End Lee St. Bike Lanes (Safe/Lee PARTY)	West End Station
Sunday, October 22, 2023	Atlanta Streets Alive	Civic Center Station
Friday, October 27, 2023	East Lake Station Soccer Launch Event	East Lake Station
Saturday, November 11, 2023	GPB's Be My Neighbor Day event	Home Depot Backyard
Sunday, November 12, 2023	Atlanta Streets Alive	Civic Center Station
Tuesday, November 14, 2023	GoodR/MARTA event/ Reduced Fare Pop-up	Flint River Community Center
Friday, November 17, 2023	GoodR/MARTA event	Frank Bailey Senior Center
Sunday, December 3, 2023	Atlanta Streets Alive	Five Points & Civic Center Stations
Monday, December 4, 2023	GoodR/MARTA event/ Reduced Fare Pop-up	Clayton County Main Library
Monday, January 15, 2024	95th Birthday of Rev. Dr. Martin Luther King, Jr., and the Anniversary of the National King Holiday event	MLK Birth home
Wednesday, February 28, 2024	Clayton County Northwest Library Outreach	Clayton Northwest Library

Thursday, February 29, 2024	Black History Month Customer Appreciation Station event	College Park Station
Thursday, March 7, 2024	Reduced Fare Pop-up	Piney Grove Baptist Church Community Center
Wednesday, March 13, 2024	AHA- MARTA Senior Services Lunch & Learn	Cheshire Bridge Road Highrise
Monday, March 18, 2024	City of Atlanta Public Engagement Day	City of Atlanta City Hall
Tuesday, March 19, 2024	AHA – MARTA Senior Services Lunch & Learn	Peachtree Road Senior Highrise
Friday, March 22, 2024	Career Day – Kemp Elementary	Kemp Elementary
Tuesday, March 26, 2024	AHA – MARTA Senior Services Lunch & Learn	Cosby Spears Senior Highrise
Thursday, March 28, 2024	Barack Obama Elem Career Day	Barack Obama Elementary
Wednesday, March 20, 2024	Commissioner Hambrick’s Community Eggstravaganza Event	Clayton County
Saturday, April 20, 2024	Global Growers Event	Indian Creek Station
Thursday, April 25, 2024	Reduced Fare Pop-up	Rosel Fann Rec Center
Wednesday, May 1, 2024	Atlanta Housing/ MARTA Mobility – Listening Session	Cosby Spears Senior Highrise
Tuesday, May 7, 2024	Reduced Fare Pop-up – 2024 Senior Summit	Georgia International Convention Center
Sunday, May 19, 2024	Atlanta Streets Alive	Civic Center Station
Sunday, June 16, 2024	Atlanta Streets Alive	Civic Center Station
Saturday, July 13, 2024	Alma’s Way/GPB Event – Arts Center Station	Arts Center Station
Saturday, July 20, 2024	Atlanta Back to School Bash	Georgia World Congress Center
Sunday, July 28, 2024	Atlanta Streets Alive	Civic Center Station

Tuesday, August 13, 2024	MARTA Rapid Campbellton/Greenbriar Hub Public Meeting	Junction 2800 Community Center
Sunday, August 18, 2024	Atlanta Streets Alive	Civic Center Station
Friday, September 6, 2024	Ride Route 191 – Pop-up meeting	Bus- Route 191
Thursday, September 12, 2024	Public Hearing	Riverdale Towne Center
Thursday, September 12, 2024	John Lewis Bus Wrap Reveal Event	College Park Station
Thursday, September 26, 2024	Hispanic Heritage Customer Appreciation Event	Chamblee Station
Sunday, October 6, 2024	Westside Stride Event	Howell Mill Rd @ Edgehill
Thursday, October 10, 2024	Pride Bus Wrap Reveal & Customer Appreciation Event	North Ave. Station
Wednesday, October 16, 2024	Rapid Campbellton Pop-up	Oakland City Station
Sunday, October 20, 2024	Atlanta Streets Alive	Georgia Ave.
Tuesday, October 29, 2024	S. DeKalb Public Meeting	DeKalb Senior Center
Wednesday, November 13, 2024	Soccer in the Streets 35th Anniv. Event	Historic DeKalb Courthouse – 101 E Court Sq, Decatur, GA 30030 ·
Sunday, November 17, 2024	Atlanta in the Streets	Georgia Ave.
Thursday, November 21, 2024	MARTA Holiday Bus Reveal & Market	West End Station
Thursday, December 12, 2024	Bus Network Redesign Public Meeting	Virtual
Tuesday, December 17, 2024	Bus Network Redesign Public Meeting	Virtual

Office of Diversity and Inclusion – LEP related outreach efforts 2022 – 2024

D&I also conducted cultural celebrations

- D&I utilized various social media and email to send cultural announcements and information.
- National Hispanic Heritage Month: In celebration, D&I showcased posters identifying Hispanics and their contributions, and highlighted employees, provided food truck, and educational opportunities.
- National Asian and Pacific American Heritage Month: In celebration, D&I showcased posters identifying Asian/Pacific Americans and their contributions, highlighted employees, and provided a cultural food event.
- Black History Month: In celebration, D&I showcased posters identifying Black Americans and their contributions and conducted programs.
- Caribbean American Heritage Month: In celebration, D&I showcased posters identifying Caribbean Americans and their contributions, and highlighted employees.
- Native American Heritage Month: In celebration, D&I showcased posters identifying Indigenous Americans and their contributions.
- Juneteenth: In celebration D&I provided educational information and a celebration event.
- National Inclusion Week: In celebration D&I conducted various events.
- At the suggestion of the GM, The D&I Office organized Inclusion Matters Workshops for Companies that do business with MARTA to encourage DBE participation.

Active community organization memberships include:

- Georgia Hispanic Chamber of Commerce
- Georgia Hispanic Construction Association
- National Assoc of Asian American Professionals (NAAAP) -Atlanta Chapter
- Japan American Society of Georgia
- Disability IN - ATL
- Atlanta Business League
- National Diversity Council (Georgia)
- OUTGeorgia

MARTA has also participated in events as a partner with paid booths and in-kind services with the following organizations:

- American Association for Access, Equity and Diversity
- Asian Indian Chamber of Commerce
- Atlanta Tribune
- Women's Transportation Seminar
- Hispanic Chamber of Commerce
- National Association of Black Women in Construction (NABWIC)
- Caribbean American Heritage Month: In celebration, D&I showcased posters identifying Caribbean Americans and their contributions, and highlighted employees.
- Native American Heritage Month: In celebration, D&I showcased posters identifying Indigenous Americans and their contributions.
- At the suggestion of the GM, The D&I Office organized Inclusion Matters Workshops for Companies that do business with MARTA to encourage DBE participation.

Active community organization memberships include:

- Georgia Hispanic Chamber of Commerce
- Georgia Hispanic Construction Association
- NAAAP-Atlanta Chapter
- Japan American Society of Georgia
- National Black MBA Association – Atlanta Chapter
- Disability IN ATL
- US Minority Contractors Association

IX. Language Access Plan

MARTA's Four-Factor Analysis suggest that MARTA should continue to translate vital documents and provide oral interpretations in the Spanish language, and upon request or as appropriate to the common Asian languages (Vietnamese, Chinese and Korean). MARTA will continue to monitor the growth of the French-speaking population and evaluate the need for inclusion of the French-language. MARTA's Four-Factor Analysis provided the basis for the development of updated language assistance services which include a mix of services currently provided as follows:

Providing Notice to the LEP Community Regarding Language Assistance Availability

Notices will be provided to the LEP community in the following manner:

- At each MARTA public building entry point or lobby, signage shall be posted in the most commonly spoken languages stating that interpreters are available and free of charge to LEP individuals. MARTA also maintains translated written forms and documents for LEP individuals. Notices are also posted on the MARTA Website. In addition, public hearing and meeting notices also contain information advising LEP persons of how to obtain language services.
- In the case of illiteracy or languages into which written materials have not been translated, such forms and documents will be read to LEP individuals in their primary languages, utilizing available MARTA volunteer staff members and/or paid interpreters or language line services.

Written Translation of Vital Documents

MARTA is committed to ensuring that publications intended for public outreach or public involvement, where appropriate, will be also offered in a variety of languages as needed in the service area.

Some MARTA departments require interaction with the public as a part of daily operations and include contact with one or more LEP populations. If these interactions include letters, notices, or forms, and the nature of these documents would be considered of critical importance to the LEP person, consideration shall be given to written translation of the documents or forms.

It is important to make an assessment as to the population percentage and the frequency

and importance of the contact when considering the potential for translating these documents. The departments most likely to encounter the need to translate vital documents are Government Relations, Planning, D&I, Marketing, HR, and Contracts and Procurement.

Examples of vital documents that require consideration for translation in Spanish (Georgia’s largest LEP population in the MARTA service area) are as follows:

- Title VI Complaint Process/Form
- ADA Complaint Process/Form
- MARTA Mobility Application
- Reduced Fare Applications
- MARTA Mobility Guide
- Bus and rail schedules
- How to Ride MARTA Guide
- Notices of proposed public hearings regarding proposed transportation plans, projects, or changes.
- Emergency transportation information as needed

Whether or not a document (or the information it solicits) is “vital”, will depend on the importance of the program, information, encounter, or service involved and the consequence to the LEP person if the information in question is not accurate or timely disseminated.

D&I encourages, monitors, and assists departments in determining which documents are “vital” to the meaningful access of the LEP populations. Classifying a document as vital or non-vital is sometimes difficult, especially in the case of outreach materials like brochures or other information on rights and services. Awareness of rights and services is an important part of “meaningful access”, as a lack of awareness may effectively deny LEP individuals meaningful access. Where individual departments are engaged in community outreach efforts as part of their programs and activities, regular assessments of the needs of the populations frequently encountered or affected by the program are analyzed to determine whether certain critical outreach materials should be translated. Community organizations are used to determine what outreach materials may be most helpful to translate, and some translations may be made more effective when done in tandem with outreach methods including using ethnic media, schools, religious, and community organizations to spread a message.

Sometimes very large documents may include both vital and non-vital information. For

example, a document title and phone number for obtaining more information may be critical, but the document itself may contain additional non-vital information. In a case like this, vital information may be provided in an alternative language and an LEP person might be advised of how to request a translation of the entire document as needed.

Oral Language Interpretation Services

The Language Line Services is a company that is contracted to provide MARTA with a consistent 24-hour a day 7 days a week rapid access to high quality interpreters for over 200 languages.

In addition, MARTA utilizes:

- Bilingual Staff that are competent in the skill of interpreting languages in written and/or oral formats.
- Volunteer interpreters from community minority organizations who are trained and competent in the skill of interpreting.
- Qualified paid language interpreters; and
- Qualified paid sign language interpreters.

LEP persons are not obligated to provide their own interpreter, although many do so or have such services provided by another resource. In some areas such as police services, it may be important for legal or safety reasons to provide a qualified outside interpreter rather than use a family member or friend of the LEP person.

MARTA will not pass on the cost to our customers for providing language assistance to meet its LEP requirements. With the exception of translating written materials, the cost of language assistance is generally fairly minimal. MARTA will provide competent interpreters and other oral language assistance in a timely manner.

Training staff on the procedures of providing language assistance and how to determine whether and what type of language services a customer needs is essential to bridging the gap between policies or procedures and actual practices. Training includes how to obtain language assistance services and how to communicate needs to interpreters and translators.

Although the use of an interpreter who is qualified is essential, it does not necessarily mean formal certification as an interpreter is required.

Certification may be helpful, but at a minimum, a qualified paid interpreter needs to:

- Be proficient in and have the ability to communicate accurately in both English and in the other language, as well as employ the appropriate mode of interpreting (e.g., consecutive, simultaneous, summarization, or sight translation)
- Have knowledge in both languages of any specialized terms or concepts particular to the program.
- Understand and follow confidentiality and impartiality rules to the same extent as the LEP person for whom they are interpreting or to the extent that their position requires; and
- Understand and adhere to their role as interpreter without deviating into a role as counselor, legal advisor, or another inappropriate role.

Procedure for Accessing Interpreting Services

Language interpretation services are accessed through the following protocols:

- The Customer Information Center is required to have a minimum of one bilingual operator on duty, per shift, to assist with requests from MARTA's Spanish LEP population.
- Telephone communication with LEP Callers: When a non-bilingual employee receives a call and determines that the caller is LEP, the call-taker shall inform the LEP caller that he or she will be placed "on hold" and immediately transfer the LEP caller to the appropriate customer service representative that may assist the caller.
- If no available and appropriate customer service representative is present, the call-taker will contact Language Line. Once a three-way call is established between the call-taker, the LEP caller, and the interpreter, the call-taker will follow the standard operating procedures used for the call center.
- MARTA personnel in the field in need of interpretation services will attempt to identify the LEP individual's primary language using the language identification card. A sample section of this document is found below, and the full document can be located at: <http://www.dol.gov/oasam/programs/crc/ISpeakCards.pdf>.
- Once the language is identified, personnel in the field will contact their supervisor

who will contact Customer Care Center who will either use bilingual Customer Care Representative or call the Language Line for interpretation services.

- MARTA personnel are expected to follow the general procedures outlined in this plan; however difficult circumstances may require some deviations. In such situations, personnel are to use the most reliable, temporary interpreter available, such as bilingual MARTA personnel.
- In other than difficult circumstance, MARTA personnel should only use family, friends, or bystanders for interpreting in very informal, non-confrontational contexts and only to obtain basic information at the request of the LEP individual. Using family, friends, or bystanders to interpret could result in a breach of confidentiality, a conflict of interest, or an inadequate interpretation. Barring difficult circumstance, MARTA personnel should not use minor children to provide interpreter services.

LEP Service Goals

To meet the needs of the substantial and growing LEP population in the MARTA service area, MARTA will employ the following additional strategies and actions over the next three years:

- Continue to provide ongoing written notifications in the following languages (Spanish, Chinese, Korean, and Vietnamese) as a standard practice. Monitor French and Haitian
- Add Chinese, Korean, and Vietnamese language options to the MARTA Breeze Card machines as part of the future system upgrades.
- Adopt standard operating procedures (SOPs) to be used by all MARTA front-line employees and contractors when encountering a LEP customer. The SOP may differ depending on the mode of transportation.
- Purchase language translation software to provide translation of written documents more efficiently
- Expand and enhance the written translation services available on MARTA's website to add Vietnamese. Currently, all the major spoken languages are included except for Vietnamese.

- Develop new I-Speak Cards to include phrases and symbols to enhance communication between LEP populations and front-line personnel who encounter LEP populations.
- Continue to distribute MARTA multilingual materials, such as the MARTA Riders Guide, bilingual bus schedules, and “How to Ride MARTA” to community organizations that assist the LEP population.
- MARTA will continue to take reasonable steps to develop in-house language resource bank in the Customer Service Center by hiring personnel with specific language skills.
- MARTA will continue its efforts to recruit and hire bilingual front-line employees by participating in community job fairs and advertising in publications and media that reach diverse populations.
- Conduct at least one Multi-Cultural Focus Group obtain information on the needs of the LEP community
- Consider increased use of pictographs or other symbols throughout the MARTA system to convey messages on how to safely use MARTA.
- Continue to provide frontline staff training and supervisory training on MARTA LEP policies and procedures. Enhance current mandatory training in customer service and diversity awareness to include cultural sensitivity to LEP persons.
- In order to monitor the future translation service needs for LEP populations, MARTA will continue to track expenditures related to providing language assistance in the future.
- Based on the historical usage, changing demographics and projected costs, MARTA will continue to set aside budgetary dollars in order to meet compliance goals and fulfill the provisions of the LEP Plan. Such budgetary dollars shall include resources for: general ongoing translation services, interpreter services, signage, the translation of vital agency documents and other services as needed to ensure full inclusion for LEP populations. The Office of D&I will be provided with an annual fiscal LEP budget and have the primary role in facilitating the distribution of resources for LEP groups.

It is the responsibility of the Office of D&I to ensure that on an ongoing basis, whether new documents, programs, services and activities need to be made accessible for LEP

individuals and provide notice to the LEP public and to employees of any changes in programs or services. In addition, D&I will consider whether changes in demographics, types of services, or other needs require annual re-evaluation of MARTA’s Language Assistance Plan. D&I will evaluate MARTA’s Language Assistance Plan by seeking feedback from the community and assess potential plan modification based on:

- Current LEP population in service area or population encountered or affected.
- Frequency of encounters with LEP language groups.
- Nature and importance of activities to LEP persons.
- Availability of resources, including technological advances, additional resources, and the cost imposed.
- Whether identified sources for assistance are still available and viable.

X. Staff Roles and Responsibilities

A. Departmental and Executive Management Team Roles and Responsibilities

In collaboration with the Office of D&I, MARTA departmental directors and managers:

1. Developed written procedures where needed, to ensure consistent service delivery.
2. Oriented new employees as to compliance with LEP requirements.
3. Evaluated their business units to determine and document the frequency and nature of public contact from LEP populations.
4. Reported LEP-related data annually to the Office of D&I.

The Executive Management Team shall:

1. Be responsible for overall LEP compliance requirements in their respective business units.
2. Ensure their respective business units determine and document the frequency and nature of public contact from LEP populations.
3. Evaluated current practices to determine what opportunities exist for improved services to LEP populations.

4. Communicate any systemic-wide concerns in relation to LEP populations to D&I resolution.

The EMT will also provide D&I with ongoing support and feedback on how to expand access and inclusion for LEP populations. In addition, the EMT will support and authorize mandated training for managers, supervisors, and front-line staff. After each LEP Plan update, the D&I Executive Director will provide the EMT with a briefing of the current LEP Plan and receive feedback.

B. The Office of Diversity and Inclusion (D&I)

Office of D&I will be the primary point of contact for MARTA

This office has the following specific responsibilities:

1. In coordination with department managers, determine the most appropriate level and type of language assistance to provide.
2. In conjunction with the training department, provide training and technical assistance in understanding and implementing LEP requirements and assisting in developing departmental procedures to ensure compliance.
3. Provide assistance in evaluating local population demographics to determine compliance requirements.
4. Collect LEP-related data for Federal reporting purposes.
5. Respond to and investigate all complaints of discrimination based on disability or national origin as they relate to language assistance.
6. Maintain MARTA's Limited English Proficiency (LEP) policy and keeping it current and relevant.
7. Overseeing, along with development of the translations and printing of critical forms into languages most often and significantly encountered in MARTA.
8. Working along with departments and offices and with the Office of Information Technology, to ensure that the agency's electronic systems include alerts and information on the client's language needs.

C. Departments with Public Engagement Responsibilities:

The Office of D&I has selected MARTA personnel to evaluate and monitor LEP services performed by MARTA. One of the major goals is to ensure that LEP individuals can meaningfully access services and benefits offered by MARTA. MARTA's Office of D&I, will communicate with the following MARTA departments: Human Resources, Planning, Communication and External Affairs, Marketing, Customer Service, the Law Department, Operations, Mobility Services, Police Services, and Safety Department. The responsibilities of these departments include reporting to the agency regarding the activities noted below:

- **Study LEP Service** - Obtain concrete data regarding LEP service through a comprehensive analysis of the service provided by MARTA. (Factors to be reviewed are outlined below.)
- **Identify Critical Insufficiencies** - Inform MARTA of any deficiency in LEP service which precludes meaningful access by LEP individuals to the programs administered by MARTA. Such notification is required to assure appropriate consideration in preparation of annual budget submissions.
- **Evaluate Suggested Improvements** - Review suggestions for improvement to LEP service and determine whether implementation is practical, economical, and consistent with the mission of MARTA.
- **Implement Economical Suggestions** - Monitor the implementation of suggested improvements which can be accomplished at a nominal cost to MARTA.
- **Prioritize Suggested Improvements** - Prioritize those suggestions which cannot be implemented at a nominal cost to MARTA. Consideration should be given to the number or proportion of LEP individuals who will benefit from the suggested improvement, the cost to MARTA, and whether the change can be implemented in a manner consistent with, and without unduly burdening, the fundamental mission of MARTA.

XI. TRAINING STAFF

The Office of D&I will ensure that employees are knowledgeable about MARTA's obligations to provide meaningful access to information and services for LEP persons. Therefore, D&I will ensure that employees having contact with the public have experience in the following areas:

- Procedures for accessing language assistance
- Resources available to determine the language needs of a customer
- Resources available to ensure that access is provided in a timely and effective manner
- Working effectively with language interpreters
- Available documents that have been translated into languages other than English
- Types of language services available
- How staff can obtain those services
- How to respond to LEP callers
- How to respond to written communication from LEP persons

The Office of D&I will also disseminate the LEP policies and procedures to all employees likely to have contact with LEP customers. D&I will work with community organizations that are competent and experienced in such training and who are known to MARTA.

Sub-recipient Monitoring and Training

MARTA provided assistance and monitored its sub-recipients to ensure the inclusion of LEP populations. When MARTA conducted site visits with sub-recipients, verification was made that inclusive services were provided to LEP populations without regard to race, color, or national origin. Oversight included the documentation of methods used by the sub-recipients including the following items:

1. A statement that the agency operated programs without regard to race, color, or national origin.
2. A description of the procedures that members of the public followed in order to request additional information on the sub-recipient's nondiscrimination and LEP obligations.
3. A written policy that described how the public could file a discrimination complaint and how the sub-recipients would distribute this to the public.

Based on the MARTA screening process of sub-recipients, MARTA is not aware of any complaints against sub-recipients since the last LEP Plan was submitted in 2024. To ensure ongoing compliance, MARTA has heightened its efforts to increase sub-recipient tracking and monitoring and provided technical assistance by:

- Formalizing the MARTA policies and procedures for monitoring sub-recipients to ensure that services are being provided to LEP populations
- Developing an initial and quarterly checklist to ensure and monitor sub-recipient compliance with LEP requirements
- Requiring all sub-recipients to attend mandatory comprehensive compliance training on providing services for LEP populations

XI. LEP Plan Distribution

The LEP Plan objectives and requirements will be:

1. Distributed to all MARTA supervisors who have direct contact with the public.
2. Available in the Office of D&I.
3. Posted on MARTA's website, www.itsmarta.com.
4. Distributed to sub-grant recipients.
5. Explained in orientation and training sessions for supervisors and other staff who need to communicate with LEP clients.

XII. Monitoring and Updating the LEP Plan

MARTA will monitor its language assistance program annually to assess the:

The current LEP makeup of its service area, the current communication needs of LEP applicants and customers, whether existing assistance is meeting the needs of such persons, whether staff is knowledgeable about policies and procedures and how to implement them, and whether sources of and arrangements for assistance are still current and viable. It is MARTA’s intent to continually evaluate effectiveness and based on the results, make modifications where necessary.

XIII. Compliance and Reporting

Overall, each MARTA employee is responsible for ensuring that meaningful services to LEP persons are provided in their respective departments/offices. This LEP Plan must be incorporated by reference into the appropriate departmental procedure manuals to ensure that employees are aware of their obligations for compliance.

The D&I Office Title VI Equity Administrator will monitor MARTA’s programs to ensure LEP requirements are fulfilled and report annually on the accomplishments related to LEP activities to the Assistant General Manager of the Office of D&I.

In monitoring compliance, an assessment will be made of whether MARTA’s procedures allow LEP persons to overcome language barriers and participate in a meaningful way in the program activities and services. The program area’s appropriate use of methods and options detailed in this LEP Plan will demonstrate their intent to comply with LEP requirements.

XIV. How Is a Discrimination Complaint Filed?

Because LEP persons can file a complaint on the basis of national origin, D&I staff are trained on how to properly handle a Title VI complaint. According to MARTA’s policy:

Any person who believes himself, herself or any specific class of persons to be subjected to discrimination on the basis of race, color or national origin may by himself or by a representative, file a written complaint with MARTA within 180 days after the date of the

alleged discrimination at: MARTA's Office of D&I, 2424 Piedmont Road, NE, Atlanta, GA 30324, 404-848-5000 (voice).

Failure to file within 180 days may result in dismissal of the inquiry or complaint. In addition, any person who believed himself, herself or any specific class of persons to be subjected to discrimination on the basis of race, color or national origin, may by himself or by a representative, file a complaint with the Federal Transit Administration (FTA) no later than 180 days after the date of the alleged discrimination at: Federal Transit Administration (FTA) Office of Civil Rights Attention: Complaint Team East Building, 5th Floor – TCR 1200 New Jersey Avenue, SE Washington, DC 20590

The complaint should contain:

- Name, address, telephone number, and signature of complainant.
- Facts and circumstances surrounding the claimed discrimination, including date of allegations, and basis of complaint (i.e., race, color, or national origin).
- Any names of persons, if known, that the investigator could contact for additional information to support or clarify the allegations.
- Corrective action being sought by the complainant.

a. How Will a Complaint Be Resolved?

Within five days of receiving a written complaint, MARTA's D&I Office will acknowledge receipt of the complaint. The D&I Office will investigate and make recommendations for resolving the complaint as deemed appropriate.

b. Prohibition Against Retaliation for Filing a Complaint

Federal laws prohibit a recipient of federal funds from retaliating against any person who has made a complaint, testified, assisted, or participated in any manner in an investigation, proceeding, or hearing. Any complaints of retaliation should be directed to MARTA's Office of D&I immediately at; 2424 Piedmont Road, Atlanta, GA 30324.

XV. Conclusion

Providing meaningful access to LEP persons to MARTA's programs, services, and activities is an important effort that will help enable MARTA to achieve its mission "to ensure equal access to transit and to promote transit excellence throughout MARTA's service area." As we work together, LEP persons will receive meaningful access to all MARTA's programs and services.

By providing effective language assistance and overall inclusion to LEP persons, MARTA will help ensure that all persons will have access to transit services that are safe, reliable, convenient, and accessible. These efforts may attract riders who would otherwise be excluded from participating in transit services because of language barriers and encourage riders to continue using the system even if/or after they become proficient in English and/or have more transportation options.

Assisting LEP persons may also help increase and retain ridership among MARTA's broader immigrant communities by reaching out to LEP populations in order to conduct a needs assessment and preparing ongoing future language implementation plans that will send a positive message to LEP persons that their business is valued. Additionally, the interface with LEP populations can increase MARTA's potential for recruiting bilingual employees to better serve the needs of the community. As this LEP plan moves forward, the mutual benefits of inclusion will be gained by patrons, business partners, MARTA, and the general public at-large.

EXHIBIT 7A
SUB-RECIPIENT ANNUAL
REVIEW & MONITORING



Subrecipient Oversight – Site Visit

Annual Monitoring Questionnaire and Checklist

Subrecipient Name: City of Sandy Springs

Address: 1 Galambos Way, Sandy Springs, GA 30328

Subrecipient’s Unique Entity ID: XE4VXG636CN1

Agency/Organization is registered in SAM.gov: Yes, agency active till 7/25/2023

Grant Identification/Grant Number: GA-2019-015

Attendees: Michael Bradley, Eileen Schwartz Washington, Wesley Waters, and David Sustaita

General Questions:

1. Management or staff turnover or reorganization that affects this program:

No turnover or reorganization	
Little turnover or reorganization	*
Significant turnover or reorganization	

Comments: The PM was replaced in the past year, however, was there during transition; did not leave due to performance issues, resigned from City. Current PM and manager have been with the City for a number of years.

2. Average experience of project staff and management in the current position:

5+ years	*
2 – 5 years	
Less than 2 years	

Comments: Over 20 years of experience for the current PM and manager involved with the City.

3. Experience of staff and management with the FTA program(s):

5+ years	
2 – 5 years	*
Less than 2 years	

Comments: Current PM and Manager have below five years of experience with FTA. However, they are also involved with the other FTA funded grant # GA-2018-022– Lake Hearn. MARTA provides technical assistance as required.

4. Familiarity with the program:

Have managed/conducted many similar programs in the past (5+ years’ experience)	*
Have managed/conducted a few similar programs	
Have minimal or no experience with this type of program	



Comments: Current PM and Manager have below five years of experience with FTA, however, have more experience with FHWA funded programs and projects. Very knowledgeable with various federal requirements.

Fiscal Questions:

5. Single Audit, previously known as the OMB Circular A-133 audit, sent to MARTA:

MARTA has a copy of the latest completed audit (Yes/No)	*
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Comments: MARTA has a copy of the completed 2022 Single Audit.

6. Any variations between expenditures and budget on the FTA funded project:

No variations	*
Small variations	
Large and frequent variations	

Comments: None to date.

7. Any foreseen difficulty meeting matching requirements for the FTA funded project:

Have funds in a reserved account	
Have budgeted funds for project	*
Will provide funds from general fund or general capital funds	

Comments: Finalized concept report showed a potential shortfall of ~\$1M. The City has a 5-year Capital Budget that they will be looking to get approval for local funds to cover this fiscal year. City is also looking to apply for additional federal funds through various opportunities (i.e. MPO TIP Solicitation).

Legal Questions:

8. Does the subrecipient have or previously had a lawsuit(s) filed against them? (such as EEO, DBE, contractor suing for payment, etc.)

No previous or current lawsuits	*
Has previously had a lawsuit	
Has a lawsuit	

Comments: Please provide necessary documentation for existing or prior lawsuits – N/A City confirmed no previous or current lawsuits.

9. Subrecipient staff that have been arrested, convicted of a felony or are currently under criminal investigation:

No staff arrested, convicted or currently under criminal investigation	*
Has staff that has been arrested, convicted or is currently under criminal investigation	



Cont. Comments: Per City HR Director, the City does “not have any staff that at hire had felony convictions. Other than positions directly related to public safety, we would not have information on arrests, convictions or criminal investigations as we do not rerun any background after hire.

10. Does the subrecipient have a conflict of interest policy in place (pursuant to 200 CFR200.112?)

Yes	*
No	

Comments: Yes, conflict of interest is addressed in the City’s Purchasing Policy.

11. Does the subrecipient have any violations of Federal criminal law involving fraud, bribery or gratuity violations potentially affecting the Federal award?

Yes	*
No	

Comments: If yes, provide supporting documentation. N/A

Monitoring/Audit Questions:

12. Does the subrecipient have an Equal Employment Opportunity (EEO) Plan in place if applicable:

Yes	N/A
No	

Comments: If yes, provide supporting documentation. (N/A City is below threshold – However, the City provides equal opportunity to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender, national origin, age, disability, or military or veteran status, or any other status or classification protected by applicable federal, state and local laws. This policy applies to all terms and conditions of employment, including but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.

13. Does the subrecipient have any Past Audit findings from the A-133 Audit or any Internal Audits:

No material findings	
Some findings, not material	*
Has material findings	

Comments: If applicable, please discuss how corrective actions were handled for finding(s). Include timeline taken to get findings closed.

No material findings related to federal awards. Material weakness identified for internal control over financial reporting. The City provided information to MARTA pertaining to them.



14. Have there been any previous audit findings (i.e. other comprehensive audit, Internal Audit)?

No material findings	
Some findings, not material	*
Has material findings	

Comments: No material findings related to federal awards. Material weakness identified for internal control over financial reporting. The City provided information to MARTA pertaining to them.

Financial Systems Questions:

15. Does the subrecipient have a financial management system in place to track and record program expenditures (Examples: QuickBooks, Visual Bookkeeper, Peachtree, or a Customer Proprietary System)?

Yes, has financial management system in place	*
No financial management system in place	

Comments: Please list the system used and length of time in use. Munis in use prior to 2014. Capital Projects uses E-Builder (Project Mgmt System)

16. Does the accounting system identify the receipts and expenditures of program funds separately for each award? Yes, the City’s accounting system identifies receipts and expenditures of program funds separately for each award

Accounting system identifies receipts and expenditures of program funds separately for each award	*
Accounting system identifies receipts and expenditures of program funds but does not separate for each award	
Accounting system does not identify receipts and expenditures of program funds	

Comments: Assigns POs to individual contracts

17. Does the subrecipient have a time and accounting system to track time and expenditures by cost objective?

Yes, subrecipient has a time and accounting system to track time and expenditures by cost objective	*
Subrecipient has a time and accounting system but does not track time and expenditures by cost objective	
Subrecipient does not have a time and accounting system to track time and expenditures	

Comments: E-Builder and MS Project Manager – Tracking schedules to budgets along with objectives. City verbally walked MARTA through that process.



18. Does the subrecipient maintain appropriate internal controls? (Reconciliation checks and balances are in place, duties are segregated, the final approval for payment is made by a different individual than the check/warrant signer)

Yes	*
No	

Comments: The City maintains budgetary controls to ensure compliance with legal provisions of the annual appropriated budget approved by the City Council.

Capital Asset Tracking Question:

19. The subrecipient maintains appropriate capital asset tracking: Maintains a detailed capital asset record system, inventory counts verified by individuals independent of those in charge of inventory records, physical inventory is taken once every two years and reconciled to detailed capital asset records) and inventory records contain the following:

- Description
- I.D. number
- Acquisition Date
- Cost
- Federal Percentage
- Grant Number
- Location
- Use and Condition
- Disposition Action
- Vested Title
- Useful Life

Yes	
No	
Not Applicable	*

Comments: Not applicable at this time. Overview was given and discussed aspects of Satisfactory Continuing Control with the City. This area will be discussed further as the projects progresses to acquisition and construction.

Appendix - Areas for Subrecipient Review

Compliance Area	Capital Projects	Transit	Planning	JARC & New Freedom
Financial Management and Capacity	All subrecipients	All subrecipients	All subrecipients	All subrecipients
Technical Capacity	All subrecipients	All subrecipients	All subrecipients	All subrecipients
Maintenance	All subrecipients with FTA funded facilities	All Subrecipients with FTA funded rolling stock or FTA funded facilities	All subrecipients with FTA funded facilities	All Subrecipients with FTA funded rolling stock or FTA funded facilities
ADA	All subrecipients	All subrecipients	All subrecipients	All subrecipients
Title VI	All subrecipients	All subrecipients	All subrecipients	All subrecipients
Procurement	All subrecipients	All subrecipients	All subrecipients	All subrecipients
DBE	All subrecipients with procurements	All subrecipients All subrecipients with procurements	All subrecipients with procurements	All subrecipients with procurements
Legal	All subrecipients	All subrecipients	All subrecipients	All subrecipients
Satisfactory Continuing Control	All subrecipients	All subrecipients	All subrecipients	All subrecipients
Planning/Program of Projects	All subrecipients receiving 5307	All subrecipients receiving 5307	All subrecipients receiving 5307	
Public Comments on Fare Increases and Major Service Reductions		All subrecipients receiving 5307		
Half Fare		All subrecipients operating fixed route services		All subrecipients operating fixed route services
Charter Bus		All subrecipients		All subrecipients
School Bus		All subrecipients		All subrecipients
Security	All subrecipients receiving 5307	All subrecipients receiving 5307		
Drug and Alcohol Program	All subrecipients with safety sensitive employees	All subrecipients with safety sensitive employees		All subrecipients with safety sensitive employees
Equal Employment Opportunity	All subrecipients (that meet threshold)	All subrecipients (that meet threshold)	All subrecipients (that meet threshold)	All subrecipients (that meet threshold)

Appendix - Site Review Checklist

This is not a comprehensive list, but a summary of review items; some areas may not be applicable. MARTA will also refer to FTA Contractors Manual and Circulars for site reviews.

Review Area	Result	Corrective Action
<p>Eligibility:</p> <ul style="list-style-type: none"> - Verify subrecipient eligibility - Lobbying (certify compliance w restrictions on lobbying, >\$100k) - Suspension/Debarment - certify that they are not excluded from federally assisted transactions, 	<p>Subrecipient is eligible</p> <p>Lobbying certification in agreement</p> <p>Subrecipient in good standing</p>	
<p>Financial Management and Capacity</p> <ul style="list-style-type: none"> - Legal, managerial, financial and technical capability to carry out FTA programs and to receive and disburse federal funds. Financial systems must be sufficient to prepare reports and track grant funds. All subrecipients are required to submit annual Single Audit and Financial audit reports. - System/internal controls in place, ECHO - Confirm matching funds: reasonable assurance that matching requirements are met using only allowable funds or costs 	<p>Subrecipient has the financial management and capacity to implement the FTA funded award.</p> <p>Information provided via the Annual Monitoring Questionnaire and supporting documentation.</p> <p>Matching funds or local funding is available and budgeted for the FTA grant funded project.</p>	
<p>Technical Capacity</p> <ul style="list-style-type: none"> - Award management - Program and project management - Progress/milestone reporting 	<p>Subrecipient demonstrated Technical Capacity required to manage the award. Reports on time.</p>	

<p>Maintenance</p> <ul style="list-style-type: none"> - Recipients must keep federally funded equipment and facilities in safe, operating order. Recipients must have policies and procedures to maintain vehicles. Recipients must maintain in operative condition those features of facilities and vehicles that are required to make the vehicles and facilities readily accessible. ADA accessibility features must be repaired promptly if they are damaged or out of order. Recipients must establish a system of regular and frequent maintenance checks of lifts sufficient to determine if they are operative. - Confirm pre-award and post-delivery reviews conducted to confirm Buy America, purchaser's requirements, and Federal Motor Vehicle Safety Standards (FMVSS) and certify compliance for all revenue service rolling stock procurements 	<p>Not applicable at this time. Maintenance requirements discussed to make subrecipient aware of these requirements for when the project moves out of implementation and the FTA funded improvements are in service.</p>	
<p>ADA</p> <ul style="list-style-type: none"> - Requires that public transportation facilities and services must be made accessible to individuals with disabilities. 	<p>Subrecipient does not discriminate on the basis of disability in hiring or employment practices and complies with all regulations promulgated by the U.S. Equal Employment Opportunity Commission under title I of the ADA. Project has ADA elements included.</p>	
<p>Title VI</p> <ul style="list-style-type: none"> - ensure that no person in the United States, on the grounds of race, color, or national origin be excluded from participating in, denied the benefits of, or be subject to discrimination under any project, program or activity funded in whole or in part through these section grants. Subrecipients that receive federal funds are required to comply with Title VI laws and regulations, including FTA Circular 4702.1B which requires subrecipients to submit the following information - Title VI Plan in place w required elements 	<p>City of Sandy Springs has a Title VI Plan and gave public notice to uphold and assure full compliance with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and all related statutes. Title VI and related statutes prohibiting discrimination in federally-assisted programs require that no person in the United States of America shall, on the grounds of race, color, national origin, sex, age, or disability be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity receiving Federal assistance. They have a Title VI Coordinator and Plan and Complaint Form on file with MARTA</p>	

<p>Procurement</p> <ul style="list-style-type: none"> - Procurement procedures in place that comply with federal requirements as stipulated in FTA Circular 4220 or revisions thereof, along with provisions of FTA's Master Grant Agreement, as applicable when awarding and administering FTA-assisted contracts. Any pass thru agreement shall include the FTA language, which maybe be modified to include changes to and incorporate any new rules and regulations, as applicable. To the extent that the subgrantee contracts with third parties, the subgrantee is required to include in their contracts the clauses required by federal statutes and executive orders and their 	<p>Subrecipient has a Purchasing Office that handles procurement functions for the City. Purchasing procedures and policies are in place. In addition, MARTA provides technical assistance through the assistance of the Authority's Contracting and Procurement Office for any questions or procurement documents relating to the FTA funded project.</p>	
<p>DBE</p> <ul style="list-style-type: none"> - All subrecipients that receive planning, capital, and/or operating assistance and will award prime contracts exceeding \$250,000 in FTA funds in a fiscal year must also have a DBE program. 	<p>The City has a DBE on the FTA assisted contract and set a goal of 10%.</p>	
<p>Satisfactory Continuing Control</p> <ul style="list-style-type: none"> - Maintaining control of FTA funded assets. proper records are maintained for equipment acquired with federal awards, equipment is adequately safeguarded and maintained, disposition or encumbrance of any equipment or real property is in accordance with Federal requirements, and the Federal awarding agency is appropriately compensated for its share of any property sold or converted to non-Federal use. 	<p>This is not applicable for the City at this time. As the project progresses toward acquiring FTA funded assets, MARTA will provide technical assistance to ensure assets are safeguarded and maintained per FTA guidelines.</p>	
<p>Charter Bus</p> <ul style="list-style-type: none"> - Ensure subrecipients/contractors not providing charter bus service 	<p>Not applicable</p>	
<p>School Bus</p> <ul style="list-style-type: none"> - Ensure subrecipients/contractors not 	<p>Not applicable</p>	

<p>Drug Free Workplace/Drug and Alcohol Program</p> <ul style="list-style-type: none"> - Contractors must have a drug and alcohol testing program in place for all safety sensitive employees. - Recipients must have a drug and alcohol testing program in place for all safety sensitive employees. If a grantee uses a contract service provider or maintenance provider to perform safety sensitive functions, these contractors also are subject to the provisions of these regulations. 	<p>The City has a Drug and Alcohol Policy in place and MARTA has a copy on file.</p>	
<p>EEO – EEO Plan in place if applicable</p>	<p>City is under the threshold.</p>	
<p>Section 5307 Requirements:</p> <ul style="list-style-type: none"> - MPO Agreement, Public Participation Plan,, TIP notice, Public comment Fare/Svc changes, Half Fare, 	<p>Completed prior to grant award for applicable items.</p>	

EXHIBIT 7B
SUB-RECIPIENT ASSISTANCE
& MONITORING 2022 - 2024



Sub-recipient Assistance and Monitoring (FY 2022-2024)

Subrecipient List

Subrecipient Name	Grant #	Funding Source	Description	Site Visit Date	Technical Assistance / Training	Status of Subgrant Agreement
City of Sandy Springs	GA-2019-015	FTA*	Sandy Springs Transit Access Project	Jan 27, 2023	Site visit follow-up was required to review additional responses and items to provide further technical assistance to ensure continued compliance February 2023 Participated in the Preliminary Field Plan Review during in August of 2023 Reviewed the City's procurement file for the project October 2023	Active
City of Sandy Springs (originally Perimeter Community Improvement District - PCID)	GA-2018-022	FTA*	Medical Center to Dunwoody Marta Station (Lake Hearn Project) – Pedestrian Bicycle & Transit Connectivity Improvements	Jan 27, 2023	Reviewed and provided technical assistance for the City's RFQ for design and engineering services prior to release August – September 2022 Contract review and assistance for design and engineering services prior to execution March 2023 Review of project concept report by MARTA project manager and MARTA Capital Programs (Engineering and Infrastructure) January 2024 Reviewed the Lake Hearn Project preliminary plans and stormwater report August 2024 and participated in the Preliminary Field Plan Review during September 2024	Active
Community Farmers Markets (CFM)	21LFPPGA106	USDA	Local Food Promotion Program (LFPP)	June 27, 2023 Dec 7, 2023	In-Person MARTA Site Visit & Technical Assistance Meeting W/ Community Farmers Market subrecipient – June 27 th & Dec 7 th 2023 MARTA Market Grant Funding Meeting – August 22 nd , 2023 MARTA Market Partner & Technical Assistance Meeting – January 17 th , 2024 MARTA Market Discussion Meeting – February 1st, 2024 Five Points Transformation: MARTA Fresh Market Programming Meeting – March 19 th , 2024 MARTA Market Follow Up Discussion – March 26 th , 2024	Active (Ending 12/31/2024)

Note: *For all FTA subrecipients – Review quarterly financial and project milestone reports for every quarter of the Federal Fiscal Year.

EXHIBIT 8
SERVICE STANDARDS AND
BOARD APPROVAL



Service Standards Report

FY 2024



2424 Piedmont Rd NE, Atlanta, GA 30324

 www.itsmarta.com

 @MARTASERVICE

 @MARTAt transit

 MARTA On the Go app.



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Message from Collie J. Greenwood, MARTA GM/CEO

The Metropolitan Atlanta Rapid Transit Authority, MARTA, is pleased to present its Fiscal Year 2024 Services Standards Report. Like many public transit agencies across the United States, MARTA experienced a significant decrease in transit ridership due to the COVID-19 global pandemic. COVID lasted longer than anyone anticipated, but despite these challenging times, MARTA remained committed to operating a safe, clean, and efficient public transit system. Throughout the pandemic, we remained committed to keeping our riders and employees safe. We did so by focusing our cleaning efforts on high-touch areas such as Breeze kiosk machines, handrails, and elevator buttons, while also conducting mid-day, end-of-the-line cleanings of buses and trains. We also provided access to masks and sanitary dispensers to help riders protect themselves against the deadly virus.



Collie J. Greenwood,
MARTA General Manager and CEO

Today, I am optimistic that as more people return to work and as the world adjusts to the new “post-COVID normal,” we will continue to see increases in transit ridership approaching the levels we had during the pre-pandemic years.

And for Fiscal Year 2024, MARTA is renewing our focus on Service, Experience, and Expansion, or SEE. MARTA is improving service, for example, by prioritizing On-Time Performance for our entire fleet of vehicles. To our riders, this means getting you to your destination on schedule. To the right is a summary of MARTA's On-Time Performance Targets:

MARTA's 2024 On-Time Performance Targets for Transit	
Rail Service	95% Heavy Rail On-Time Performance 85% Streetcar On-Time Performance
Bus Service	79% On-Time Performance
MARTA Mobility	90% On-Time Performance

Whether you are taking a bus from Jonesboro in Clayton County to connect to rail at College Park Station or traveling west on MARTA Rail in DeKalb County to Midtown Atlanta, we want to get you to your destination safely and on time. We constantly monitor our On-Time Performance to ensure we are always working to meet our targets.

Equally important is our commitment to mobility transit services. We understand that some MARTA riders cannot utilize our fixed-transit routes but still require adequate transportation services. Through MARTA Mobility, we are committed to providing door-to-door services to get our transit riders to their preferred destinations. To achieve this goal, MARTA deploys more than 200 mobility vehicles across our service area, and we operate mobility services up to 20 hours per day.

So, what service, experience, and expansion improvements are next for MARTA? We are debuting new rail cars and more climate friendly electric buses to enhance the MARTA transit experience. MARTA's first Bus Rapid Transit (BRT), Summerhill BRT, is scheduled to start in 2025, and this service will create more transit options to connect downtown Atlanta with adjacent neighborhoods. MARTA is renovating several rail stations including Airport Station, Bankhead Station, and Indian Creek Station. Look out for our “smart” restrooms, resurfaced and restriped parking lots, and new station canopies to help modernize MARTA. Through our Transit Oriented Development (TOD) Department, MARTA is undertaking a massive economic development program by reimagining metro Atlanta neighborhoods with strategically placed housing and commercial opportunities at or near our rail stations. MARTA is creating more jobs and more housing through our public/private partnerships and using transit as the catalyst for transforming communities.

Be sure to stay up-to-date on the latest MARTA happenings through our various social media channels, the MARTA website – www.itsmarta.com – and the new Breeze Mobile 2.0 app.

Thank you for allowing MARTA to take you where you want to go.

Executive Summary

The Metropolitan Atlanta Rapid Transit Authority (MARTA) Service Standards identify the policies guiding transit service and the transit service change process. Updated annually, the Service Standards comply with Title VI of the Civil Rights Act and related guidance described in the Federal Transit Administration's (FTA) Title VI Circular 4702.1B, as well as the MARTA Act, adopted by the Georgia General Assembly, and MARTA Board requirements.

MARTA's goal is to ensure that its standards and policies are equitable, accountable, and transparent.

The Service Standards delineate MARTA's transit service by service tiers. Service tiers help distinguish different types of MARTA service and are used in evaluation during the service change process (conducted up to three times per year).

The FY 2024 Service Standards update continues the improvement of concise language and acknowledgment of extenuating circumstances that could alter service delivery.

The Service Standards consolidates MARTA's policies guiding service changes into seven chapters, as follows:

1. Introduction
2. Service Change Process
3. Service Design Guidelines
4. Service Standards
5. MARTA Mobility Service Delivery Standards
6. Other Service Considerations
7. Summary

This document is organized into two sections, the Service Design Guidelines and Service Standards. MARTA's Service Design Guidelines ([Chapter 3](#)) are comprised of nine policies that offer general guidance for transit service, though many of the following design guidelines apply only to bus service:

- Direct Route Design
- Simple and Consistent Route Design
- Symmetrical Route Design
- Coordinated Schedules
- Equitably Distributed Routes
- Consistent Stop Spacing
- Transit Amenities
- Transit Access
- Clean Stations and Vehicles

[Chapter 4](#) identifies the five standards MARTA uses to evaluate transit service within the service change process. The standards provide customers with a clear representation of what service characteristics they can expect from each service tier. The following standards are described in [Chapter 4](#):

- Service Hours
- Service Frequency
- Service Capacity
- On-Time Performance
- Bus Productivity

Each standard provides a clear definition and explanation of how it impacts MARTA service and customers' experience on transit. Each standard includes a description of what customers can expect from MARTA service along with a description of how the standard is measured and evaluated in the service change process.

The graphic on pages 15-16 represents a summary of the process intended to provide customers and stakeholders with a clear understanding of how MARTA evaluates service and how customers can inform the process.

The Service Standards include information about MARTA Mobility eligibility and enrollment, along with performance standards. The Service Standards also provide information and guidance regarding temporary service changes that result from emergencies or special events.

In all, the Service Standards reflect MARTA's effort to proactively engage with customers and ensure transparency for the service change process. Because MARTA depends on customer input to guide service changes, the update includes information throughout the document informing customers how to engage in the process and provide feedback.



1. Introduction

1.1 Background

1.2 Service Overview





1.1 Background

Reporting of MARTA's Service Standards is mandated by the Federal Transit Administration (FTA Circular 4702.1B specifies the standards required of transit agencies to comply with Title VI of the Civil Rights Act). MARTA staff provide annual updates to the Standards which are adopted by the Board of Directors. The Service Standards establish a process for the implementation of regular transit service changes, including how MARTA's customers can engage in the process.

In addition to state and federal mandates, MARTA's Service Standards are guided by requirements from the MARTA Board of Directors and related MARTA policies.

MARTA Vision Statement

People moving people where they want to go today and tomorrow.

MARTA Mission

The mission of the Metropolitan Atlanta Rapid Transit Authority is to advocate for and provide safe, multi-modal transit services that advance prosperity, connectivity and equity for a more livable region.

What are MARTA's Service Standards?

MARTA's Service Standards identify the policies that guide delivery of transit service. The standards guide MARTA's process for evaluating transit service and implementing regular service changes. The Standards also guide MARTA's public involvement process for service changes, ensuring that MARTA customers receive service that is **equitable, accountable, and transparent.**

Summary of Updates to FY 2023 Service Standards

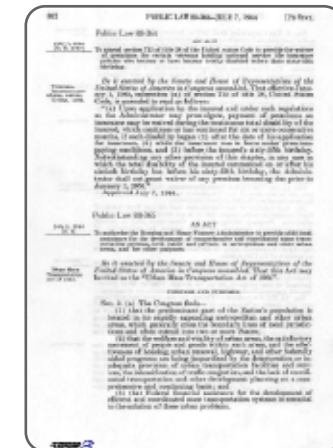
The FY 2023 Service Standards were updated to add an additional performance measurement and to improve the conciseness of language used throughout the document.

Federal and State Requirements

The federal and state requirements identified below provide guidance for MARTA's Service Standards, ensuring that the service change process is equitable and transparent. Federal requirements also mandate that specific standards and design guidelines be included in agencies' Service Standards.



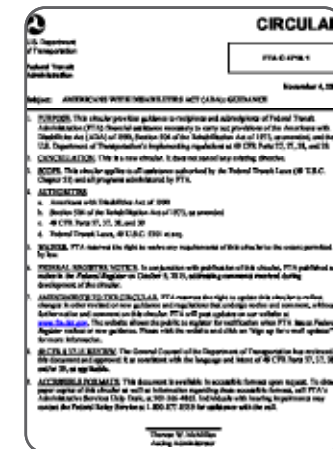
Title VI of the Civil Rights Act of 1964 prohibits discriminatory actions based on the grounds of race, color, or national origin. It also ensures the participation of low-income and minority groups in the decision-making process, and requires agencies to establish a process for reporting Title VI complaints and providing meaningful access to services for persons with limited English proficiency.



The Urban Mass Transportation Act of 1964 established the federal department that preceded the FTA. As amended, the act requires that recipients of federal dollars establish a process to receive and consider public comments prior to fare changes and service reductions.



The **MARTA Act** passed the Georgia General Assembly in 1965 and provides the enabling legislation for MARTA to plan, build, operate and maintain transit service within its partner jurisdictions. It establishes requirements for public hearings and the approval of the Board of Directors for service changes.



The Americans with Disabilities Act of 1990 establishes the provision of accessible equipment, vehicles, and facilities on the part of transportation providers, both private and public. The ADA requires the provision of complementary paratransit service for individuals unable to use fixed-route transportation systems.

MARTA Board Requirements

As required by the Urban Mass Transportation Act and the MARTA Act, the following potential service changes must first receive a public hearing process to fully consider public input before final decisions are made by MARTA Board:



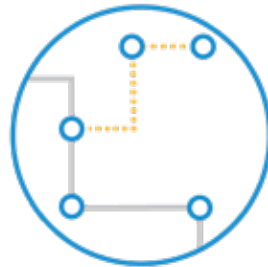
Changes in fare policy.

Fare Changes



Implementation of new service (including new service tiers, new route numbers, or new vehicle types).

New Service



A substantial geographical alteration, such as the addition or deletion of more than one and one-half (1½) directional miles on a given route (¾ of a mile in each direction).

Route Alteration



A major route modification which causes a 25% or greater change in the number of daily scheduled bus trips provided.

Change in Number of Daily Trips



The establishment of a new bus route to include the initial service alignment and headway parameters for that route.

New Routes



The discontinuation of any bus service not under the demonstration project status.

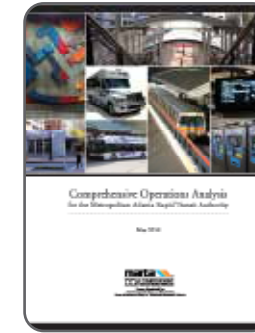
Discontinued Routes

MARTA Guidance

In addition to the federal and state requirements which guide MARTA's Service Standards, the Authority documents and policies identified below inform MARTA's Service Standards, Service Design Guidelines and the service change process.

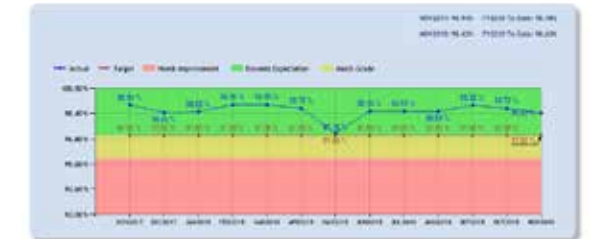
Comprehensive Operations Analysis

MARTA's Comprehensive Operations Analysis (COA) was last adopted by the Board in 2016 and provides an analysis of transit service along with recommendations to be implemented over a 10-year horizon. The most recent analysis recommended the implementation of new tiers of service that would increase ridership and ensure ongoing MARTA support and stability.



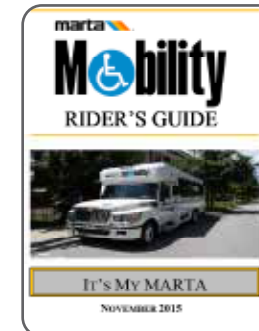
Key Performance Indicators (KPIs)

MARTA uses its Key Performance Indicators to provide customers and stakeholders with an available dashboard describing MARTA's goals for transit service, customer service, facilities, safety, and finance. Along with each goal, MARTA provides an indication of current performance on the KPI dashboard, available online at itsmarta.com/kpihome.aspx.



Mobility Rider's Guide

The MARTA Mobility Rider's Guide identifies the categories of eligibility for Mobility services, including the process for enrolling and scheduling trips.



Other MARTA Policies

Other policies, like MARTA's "Large Scale or Special Event Policy" provide guidance for the service considerations when service and ridership may be impacted by large events or weather conditions. The policies describe how service may be adjusted with detours, additional service, or extensions of service.



1.2 Service Overview

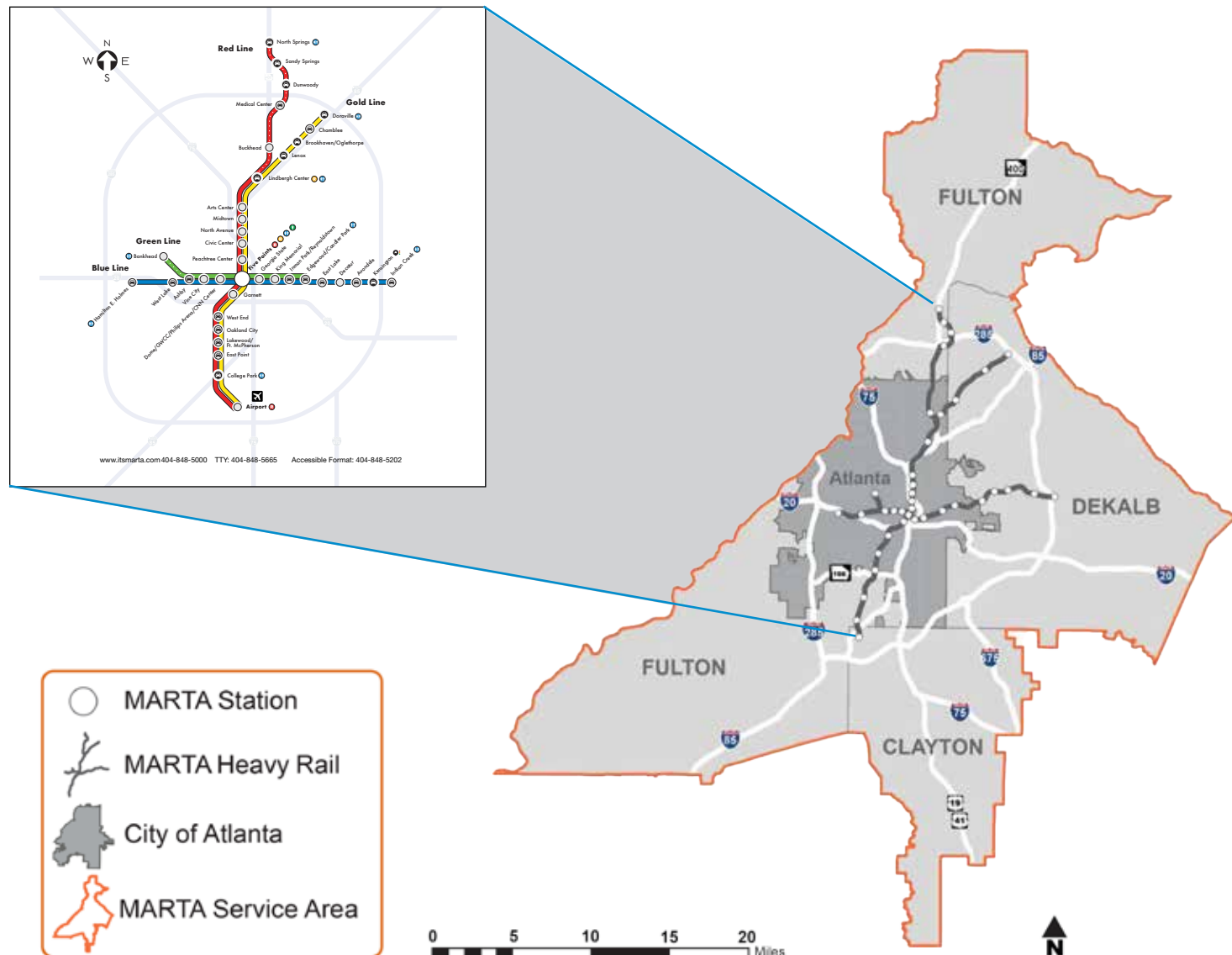
50 years ago voters approved MARTA as a bus and rail system. MARTA bus service began in February of 1972 and rail opened within the decade.

Service Area

MARTA's service area encompasses Fulton, DeKalb, and Clayton Counties, and the City of Atlanta. Within these member jurisdictions, MARTA provides Bus, Heavy Rail, Streetcar and Mobility Services, making the agency one of the ten largest in the country.

In addition to operating 48 miles of heavy rail and 38 rail stations, MARTA assumed ownership of the Downtown Streetcar in 2018. MARTA's fleet of buses serve 113 routes, and MARTA Mobility paratransit service provides more than 700,000 rides per year, parking garages and lots of 25,000 spaces.

MARTA Transit Service Area



Service Tier Definitions

To meet the diverse needs of its customers, MARTA provides eight different tiers of service designed to deliver fast, frequent service as well as provide equitable coverage across the service area.



Heavy Rail

Heavy Rail service consists of four routes using fully separated right-of-way, providing access to 38 stations throughout the service day. Heavy Rail stations feature train arrival information, system maps, wayfinding, trash receptacles and ADA-accessible level-boarding platforms.



Streetcar

Streetcar service was added to MARTA's fleet in 2018, providing frequent service to 12 stations along the Streetcar's downtown loop. Streetcar stations feature system maps and passenger information, fare vending machines, level-boarding platforms, and ADA-accessible ramps.



Frequent Local Bus

Frequent Local Bus routes operate with consistent, high-frequency service throughout the peak and midday service periods.



Supporting Local Bus

Supporting Local Bus routes make up the majority of MARTA's bus service, providing access to residential and commercial areas with levels of transit demand that warrant regular fixed-route service but cannot support frequent service levels.



Peak Only Bus

Peak Only Bus routes provide longer-distance rapid transit service, with limited stops, that operate only during peak periods.



Limited Express Bus

Limited Express Bus routes provide service all day from major transit stations or park-and-ride facilities, with limited stops, and may operate on limited-access highways.



Community Circulator

Community Circulator routes are short transit routes intended to provide local circulation and connections to the regional rail and bus transit network at major stations and hubs.



MARTA Mobility

MARTA Mobility, MARTA's complementary paratransit service, provides origin-to-destination shuttle service for eligible MARTA customers.

2. Service Change Process

2.1 Service Change Guiding Principles

2.2 Service Change Process

2.3 Guidelines for Evaluating Existing Service

2.4 Guidelines for Evaluating Potential New Service

2.5 Guidelines for Major Service Reduction

2.6 Impact of Public Input on Service Changes





What is MARTA's Service Change Process?

MARTA conducts service changes up to three times a year. Service changes reflect a continuous, thorough process that follows analysis by staff, including public outreach and hearings, and adoption by the MARTA Board. Before any proposed changes are adopted by the Board, MARTA conducts outreach to customers at stations, conducts and attends community meetings, and holds public hearings. Occasionally, MARTA undertakes more comprehensive service change projects that redesign large portions or the majority of the network. These projects may have equal or more robust public input periods. Information about proposed changes are advertised in local newspapers, as well as posted on buses, at stations and on MARTA's website: <https://www.itsmarta.com/public-hearings-meetings.aspx>

Why does MARTA conduct Service Changes?

The purpose of the service change process is to deliver service that meets customer demand and to address service that could perform more efficiently. Due to residential and commercial growth and development within MARTA's service area, ridership patterns continue to change. For that reason, MARTA is continuously collecting data about how customers are using transit service, where they need to go, and adapting service accordingly.

How can MARTA riders inform the process?

The MARTA service change process graphic on page 15 (Section 2.2) outlines opportunities for customers to be involved and share input about service changes in person and online. During each service change period, MARTA posts information online, on buses, at stations and stops about proposed changes. Customers can provide input about service changes via in-person hearings, online surveys, and through formal requests at [itsmarta.com](https://www.itsmarta.com).

2.1 Service Change Guiding Principles

MARTA's service change process is guided by the following principles:

1. Maximize Ridership

MARTA will evaluate ridership across the system to retain riders and identify opportunities for growth. Potential new service is considered with respect to its impact on existing riders and its ability to attract new riders.

2. Maintain Service Equity

MARTA complies with all Title VI and Environmental Justice requirements. Proposed service changes are evaluated for potential impacts to low-income and minority populations. MARTA adheres to requirements detailed in FTA Circular 4702.1B: routes with at least one-third (1/3) of its total mileage in census tracts that exceed the service area's average percentage of minority or low-income population. To the extent feasible, MARTA will strive to balance the impacts of service changes between its member jurisdictions.

3. Minimize Impacts on MARTA Mobility Service

Complementary paratransit service (MARTA Mobility) must be taken into account to ensure compliance with the Americans with Disabilities Act (ADA).

4. Improve Network Connectivity

Service change decisions will be considered for their impacts to the network as a whole. Potential new service will be considered for opportunities to provide needed connections to existing MARTA service or regional transit providers.

5. Improve Productivity and Performance Across the System

MARTA's Service Standards provide relevant benchmarks that enable evaluation of routes across MARTA's system. Within the service change process, routes will be evaluated according to both the tier standard and the average for routes within that tier. Among other factors, service changes take into account route productivity and performance to ensure that MARTA continues to deliver service that is productive, efficient, and financially sustainable.



How are MARTA riders and community members informed of service changes?

When service changes are proposed, MARTA staff distribute information about proposed changes and public hearings at stations and on buses. Information about service changes and public hearings is also provided in community newspapers and by community partners throughout the service area in several languages. MARTA staff present information about proposed changes at community meetings when services within that community are affected. Descriptions of proposed changes are provided online at [itsmarta.com/public-hearings-meetings.aspx](https://www.itsmarta.com/public-hearings-meetings.aspx).



What is Title VI?

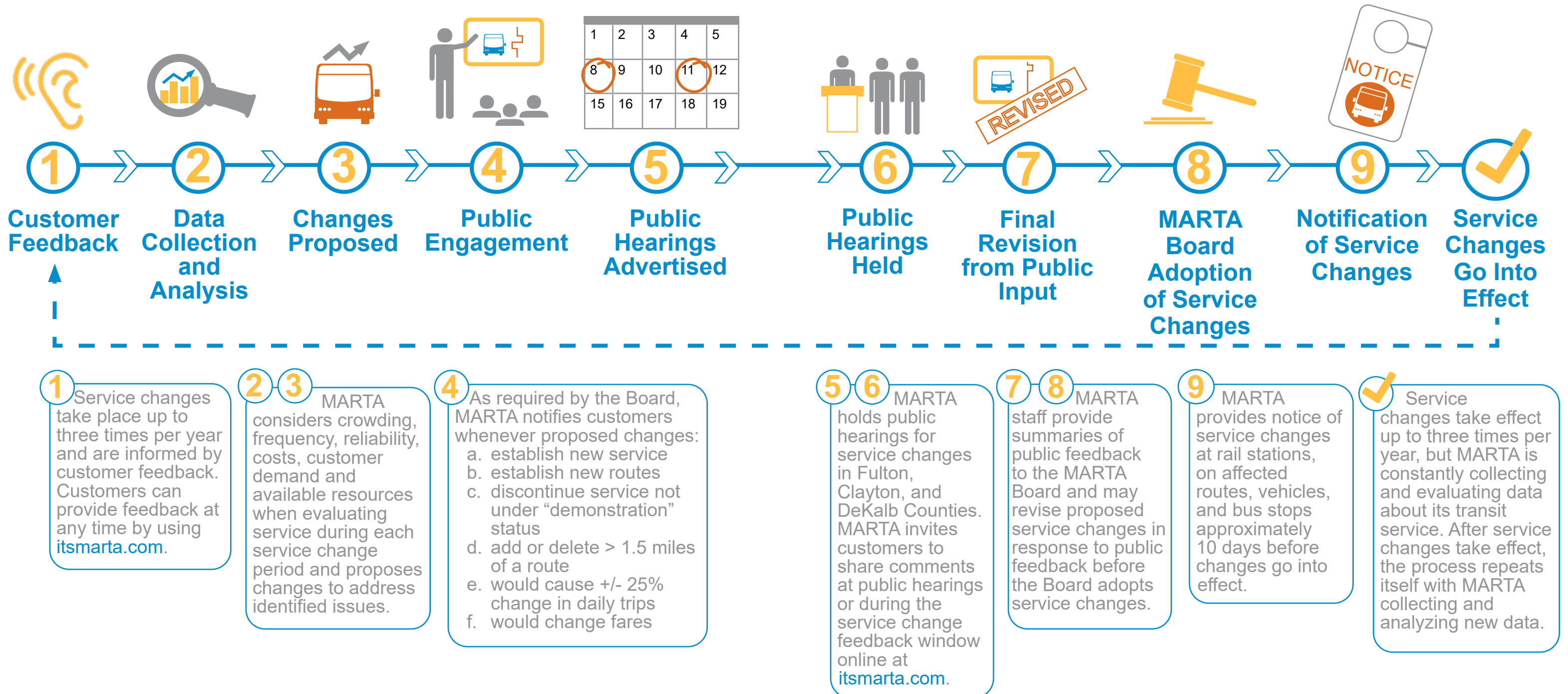
Title VI of the 1964 Civil Rights Act signed into law by President Johnson established protections for minority and low-income populations relating to programs that receive federal financial assistance. Guidance from the FTA identifies specific standards transit agencies must adopt in providing transit service. Chapter 1 provides more information on legislative requirements that inform MARTA's Service Standards and how MARTA complies with federal regulations. (photo: University of Texas at Austin)

2.2 Service Change Process

MARTA service changes take place up to three times per year, and the entire process including data collection and analysis takes approximately eight months. During the first four months of the process MARTA collects and analyzes data to develop proposed service changes. During the following four months, a new round of data collection and analysis begins at the same time that proposed changes are presented to the public and the MARTA Board for comment and hearings. Proposed changes go into effect after public hearing and Board adoption. Following Board adoption, customers are notified of service changes approximately one to two weeks before they take effect. After changes go into effect, a new round of service changes begins.

The graphics below provide an overview of the steps included in the service change process. Customers are able to submit comments regarding service changes or service requests at any time by using itsmarta.com/comments.aspx. Customer demand provides useful data for MARTA staff during the data collection and analysis steps of the process.

Customers are also encouraged to provide feedback to MARTA staff during public engagement and public hearings. Summaries of public engagement events and feedback received are presented to the MARTA Board.



2.3 Process for Evaluating Existing Service

As shown on the service change process, MARTA collects and analyzes data to inform proposed service changes. In addition to proposing changes based on an evaluation of current performance, availability of funding, operators and vehicles must also be taken into consideration.

1. Determine Available Funding

Within the service change process, changes are proposed as funding dictates. Limited funding may result in the need to reduce service for routes that fall below MARTA Service Standards and tier averages. Available funding may allow MARTA to provide additional service.

2. Determine Availability of Required Resources

A proposed expansion of service may require other additional resources, like vehicles, physical capacity at stops and stations, and staff. Service changes that include additional service may be proposed as resources allow.

3. Determine Proposed Changes Through Service Evaluation

MARTA's Service Standards (Chapter 4) for each tier are used to identify potential changes for MARTA's routes and services. Each route is compared with both the tier's adopted standard and the tier average. For routes that perform more than 50% above or below the tier average, MARTA staff consider the route's performance with respect to other Service Standards. **MARTA develops and considers service changes for any route that performs outside the tier average or below the standard during two consecutive service change periods.**



When are Service Changes Warranted?

Service changes may be considered for routes that fall below the adopted service standard or the route's service tier average for two consecutive service change periods. If standards or tier averages for the following Service Standards are not met, service changes may be considered:

- Service Hours
- Service Frequency
- Service Capacity
- Bus Productivity

2.4 Process for Evaluating Potential New Service

As with evaluating existing service, potential new service is not proposed without identified funding and resources. In addition, new service must have established support from the public. In lieu of performance data, potential new service must also meet defined service warrants to ensure that MARTA Service Standards are met and resources are utilized efficiently. To maintain service that is efficient and financially sustainable, new services should show consistent ridership growth following implementation and perform at 50% of the tier average or above.

1. Establish Community Support

Community support for new service can be established in several ways:

- through a public planning process
- from recommendations of MARTA Board Members
- from public input shared at itsmarta.com/comments.aspx

2. Determine Available Funding and Resources

Proposed service changes or new service must have necessary funds budgeted and personnel resources available as identified within the Fiscal Year Work Plan for operation of service.

3. Satisfy Service Warrants

MARTA uses three service warrants to help determine how well potential service might perform: potential demand, mobility need, and connectivity. For potential service under consideration, each corridor is evaluated to ensure that new service is projected to show consistent ridership growth and **perform at 50% the tier average or above.** Potential new service must satisfy two of the following service warrants before being proposed during the service change process.

a) Potential Demand

Potential demand is determined using residential and job density within a quarter-mile (¼-mile) of the proposed corridor.

b) Mobility Need

To determine the potential need for service within a corridor, MARTA considers an area's transit-dependent population. For an area to meet this warrant, the potential





route must serve an area where the percentage of low-income households or the percentage of households without access to a personal vehicle is greater than the service area average. Other populations such as seniors, students, children, and customers with mobility needs should be considered when evaluating a potential route's projected performance.

c) Connectivity

New service should increase the overall effectiveness of MARTA's transit network without duplicating existing service. For new service to meet this warrant, it should connect to existing bus, Streetcar or Heavy Rail service.

4. Making New Service Permanent

New service is subject to a one-year trial period after which evaluation will determine if it should be assigned permanent status. Service evaluation will determine if new service meets MARTA's Service Standards and service tier averages before recommending Board action to make the service permanent.

5. Demonstration Projects

New and innovative services which receive public input may be designated by the MARTA Board as demonstration projects, lasting up to one year. Evaluation of demonstration projects will take place monthly for the first three months of service. For the remainder of the demonstration period, service evaluation will take place up to three times per year alongside MARTA's regular service change process. During the one-year demonstration period, the MARTA Board may choose to change the service after notifying the existing passenger base. *Microtransit pilots would be an example.*



2.5 Guidelines for Major Service Reduction

In times of national or regional economic distress, MARTA will respond with cost reduction and/or revenue generating actions that may include the following alternatives:

- Implement internal productivity and cost reduction processes.
- Seek new revenue sources.
- Consider fare increases.
- Conduct service adjustments or reduce service as needed.

Depending on the severity of the fiscal situation, a significant reduction of service may be required to align service with expected revenues. MARTA will evaluate existing service and propose service changes following processes outlined in this chapter.

1. Prioritization

To the extent feasible, Heavy Rail and Frequent Local Bus service will be preserved along with routes that connect to major job centers, hospitals, and government facilities.

In compliance with the Americans with Disabilities Act (ADA), Title VI, and the Guiding Principles of this chapter, MARTA will consider the impact of service reductions on MARTA Mobility service and routes serving protected populations of low-income and minority residents (as described in FTA Circular 4702.1B).

For other service tiers, MARTA service will be tailored to the service hours of critical and high-demand locations with priority given to span of service over service frequency.

2. Approval

As with all other service changes, the process to approve major service reductions follows the steps below:

- a. Brief MARTA Board on the extent of proposed service reductions.
- b. Hold public hearings and community exchanges.
- c. Present final service changes for Board approval based on analysis and public comment.
- d. Implement service changes until MARTA's financial condition allows for full or partial restoration of service.



2.6 The Importance of Public Input

MARTA values customer feedback and looks to riders to provide input throughout the service change process. Feedback received during the service change process is forwarded to MARTA staff who consider the feedback and often respond directly to customers.

Feedback received at public hearings is summarized by MARTA staff and presented to the MARTA Board so that Board Members can consider customer feedback when making decisions about service changes. Customer feedback may be used to revise service changes before Board adoption.



MARTA relies upon customer feedback

MARTA staff and the Board of Directors depend upon customer feedback to inform the service change process. MARTA customers can be sure their opinions are heard when providing feedback in person, on surveys, by phone at (404) 848-5000 or TTY (404) 848-5665 online at itsmarta.com/comments.aspx.

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3. Service Design Guidelines

3.1 Direct Route Design

3.2 Simple and Consistent Route Design

3.3 Symmetrical Route Design

3.4 Coordinated Schedules

3.5 Equitably Distributed Vehicles

3.6 Consistent Stop Spacing

3.7 Transit Amenities

3.8 Transit Access

3.9 Clean Stations and Vehicles





What are service design guidelines?

MARTA's Service Design Guidelines are general principles that guide MARTA service planning as new routes are developed and existing routes are adjusted. While these design guidelines apply more often to bus routes, as they are more flexible than rail services, they serve as the overarching goals to guide new service development and planning. These high-level, conceptual design guidelines shape how service is planned and implemented by MARTA staff during the service change process. Because the design guidelines are not rigid standards, they provide for flexibility as funding and context allow.

How are they different from Service Standards?

MARTA's Service Standards (as described in [Chapter 4](#)) offer fixed targets for transit service that if unmet, may result in service changes. Unlike Service Design Guidelines which mainly apply to bus service, Service Standards offer targets for all of MARTA's service tiers to monitor performance once implemented. The following Service Design Guidelines provide flexible guidance for revising existing route design as well as designing new routes.



3.1 Direct Route Design

MARTA strives to design routes that are direct. Bus service that operates along linear, direct paths allows passengers to complete their trip without having to travel out of direction to a rail station or transit hub.

MARTA strives to minimize deviations from major corridors onto side-streets or neighborhood streets. While route deviations can provide convenience for some passengers, they increase the travel time for passengers not served by the deviation. Deviations may be warranted in cases where they serve high volumes of passengers.

Where feasible, bus routes should operate in straight lines, and minimize turning movements which can be significant sources of delay unless they are positioned to access activity centers and dense residential areas to facilitate easy access.

In developing its service tiers, MARTA balances service designed for speed and reliability with providing convenient access to transit. Service tiers like the Community Circulator provide local service with access to activity centers so that Frequent Local Bus routes can provide longer distance trips and faster travel times on high-ridership routes.

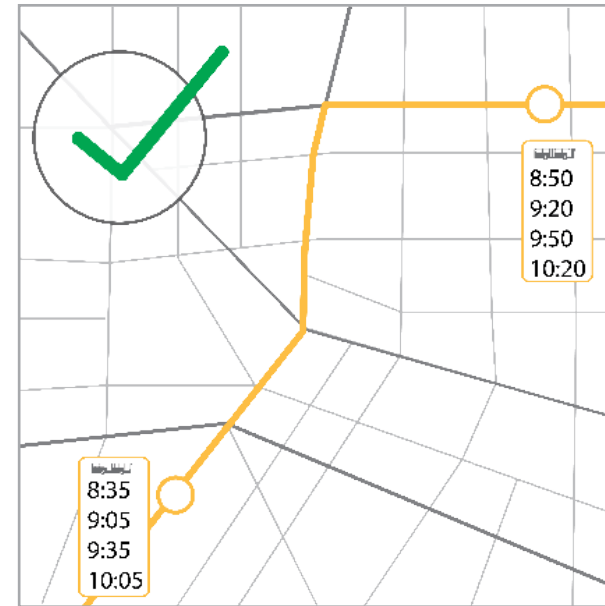




3.2 Simple and Consistent Route Design

MARTA strives to design routes that are simple and consistent. Routes that are simple and consistent are a key factor in the success of MARTA's overall network. For customers to use MARTA's service, they must be able to understand where it goes and how often it comes.

As much as feasible, bus routes should use major arterial streets with good pedestrian connectivity, and serve major destinations and activity centers.



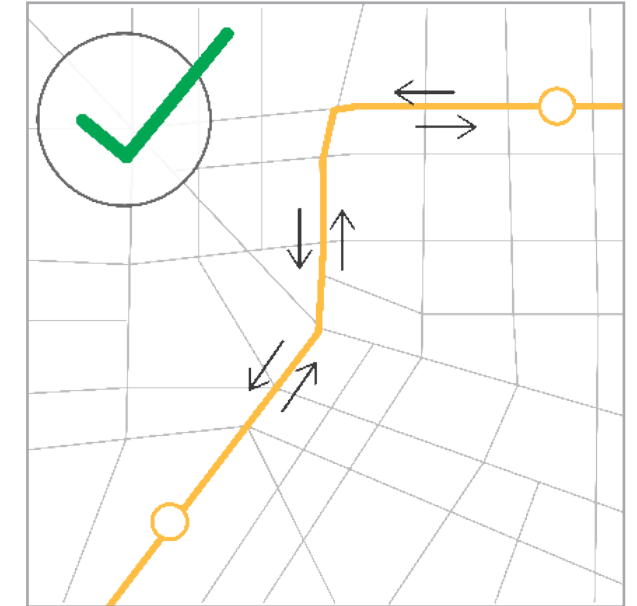
3.3 Symmetrical Route Design

MARTA strives to design routes that are symmetrical and easy to understand.

To ensure that bus routes are predictable and easy to understand, both directions of a bus route should use the same alignment to make it easier for riders to plan return trips.

When routes operate on one-way streets, trips in the opposite direction should operate along a parallel alignment of an adjacent street.

Some routes may feature loops, which are common at the end of the line to provide a convenient turnaround for buses and increase access to neighborhoods at the end of a line. When implementing loops, it is important to consider the land uses and length of the loop to reduce potentially long rides that may warrant additional bi-directional service.

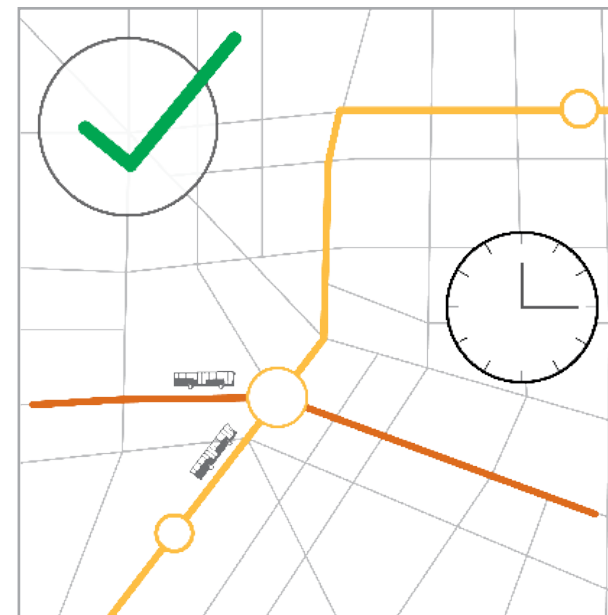




3.4 Coordinated Schedules

MARTA strives to coordinate route schedules to provide convenient, efficient service. Schedules should be coordinated with other MARTA routes, including train schedules, where possible. In addition to providing connections to MARTA rail stations wherever possible, MARTA strives to coordinate with regional transit service providers like Xpress, CobbLinc, and Gwinnett County Transit. Bus routes should be scheduled to allow for riders to make connections, especially for last trips of the day.

To the extent possible, MARTA will coordinate overlapping routes to create combined, coordinated service.

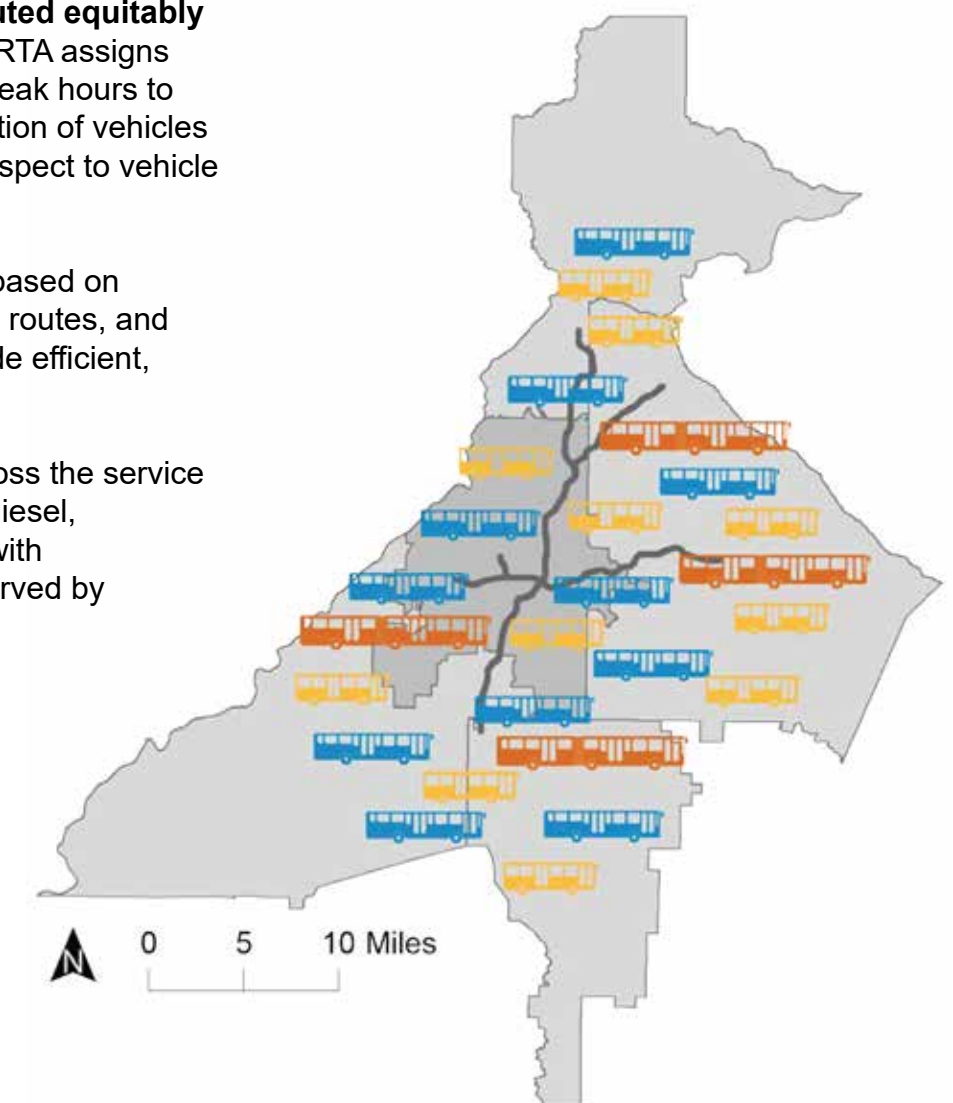


3.5 Equitably Distributed Vehicles

MARTA vehicles shall be distributed equitably throughout the service area. MARTA assigns buses every day for peak and off-peak hours to ensure a fair and equitable distribution of vehicles throughout the service area with respect to vehicle age, size, amenities, and fuel type.

MARTA assigns vehicles by route based on ridership, demand, road type along routes, and service tier characteristics to provide efficient, reliable service.

Vehicles are distributed evenly across the service area based on age and fuel type (diesel, compressed natural gas). Routes with consistently higher ridership are served by larger vehicles, when available.



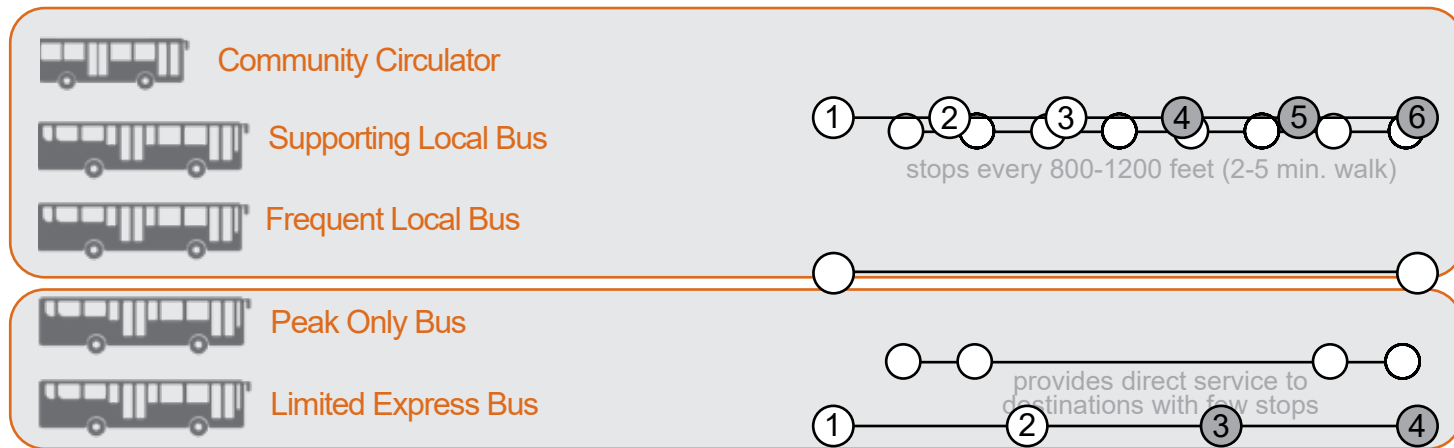


3.6 Consistent Stop Spacing

MARTA strives to provide consistent bus stop spacing. Stop spacing, the distance between consecutive transit stops, is an important aspect of service. The amount of time buses spend at stops—loading and unloading passengers—can greatly increase passengers’ overall travel time.

While closely spaced bus stops can increase access to bus service, they also require more frequent stopping. In general, the more scheduled stops a bus makes, the lower its operating speed and service reliability.

Stop location also takes into account the level of development along a route’s alignment, and stop spacing may vary between different segments of a single route. Stop spacing is generally closer together in higher density areas and farther apart in lower density areas.



3.7 Transit Amenities

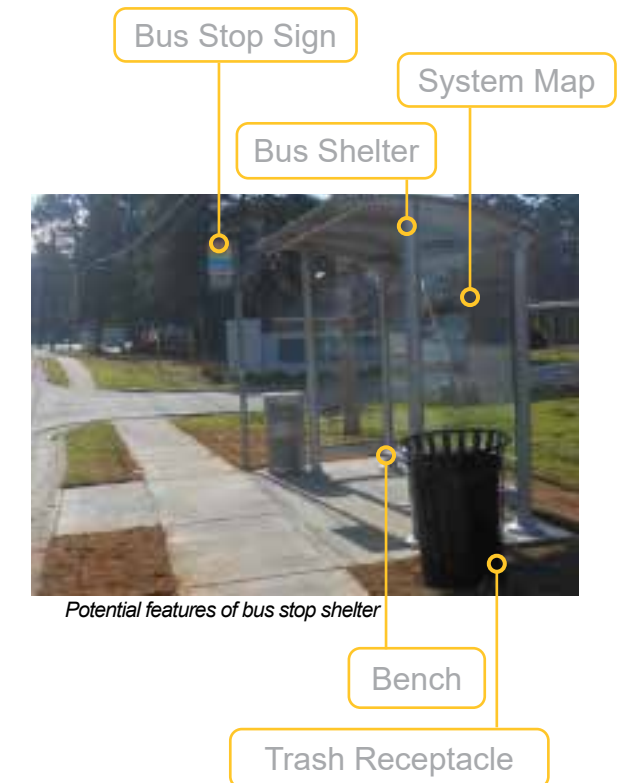
Transit amenities shall be provided equitably throughout the service area. Transit amenities are the features available to passengers on MARTA vehicles, and at the Authority’s more than 9,000 bus stops, 12 Streetcar stations, and 38 Heavy Rail stations. Amenities vary by station type and vehicle mode, and are described in further detail below.

Bus Stop Amenities

At minimum, all MARTA bus stops are marked with a MARTA bus stop sign, as well as contact information for customer service and bus schedule information. Bus stop locations that meet specific criteria may be prioritized for installation of amenities such as benches or shelters.

Riders can provide input for shelter placement by contacting Customer Service at [itsmarta.com](https://www.marta.com/itsmarta.com). MARTA will review shelter placement to ensure equitable distribution throughout the service area. In addition to equity, MARTA prioritizes shelter placement by considering the following factors for urban, suburban and rural areas:

- Ridership
- Span of Service
- Trip Frequency
- Title VI Compliance
- Local land use¹



Potential features of bus stop shelter

¹Local land use considerations take into account proximity to facilities such as senior centers, hospitals, government offices, etc.

In addition to meeting the prioritization criteria identified above, proposed bench and shelter locations must meet the following conditions determined by site evaluation:

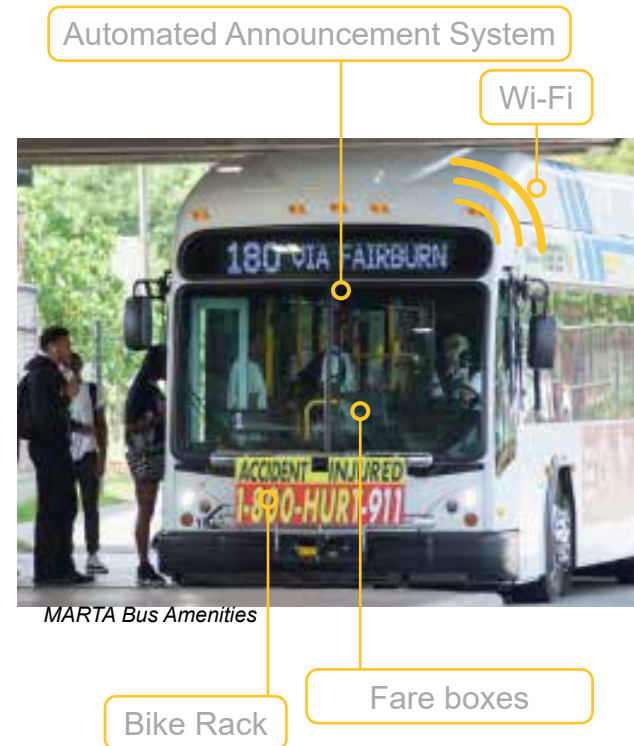
- Be able to accommodate a concrete pad.
- Be ADA-compliant and wheelchair accessible.
- Not be next to a guardrail, barrier or fire hydrant.
- Not block vehicular traffic.
- Comply with all other requirements determined by the local jurisdiction, including local ordinances and design guidelines.

Following a site evaluation, a survey, site drawings and permit applications are completed for each location and submitted to the appropriate jurisdiction for approval.

Vehicle Amenities

All buses include the following amenities:

- **Bike Racks** – Buses are equipped with fold-down bike racks on the front of the vehicle which can accommodate two bikes.
- **Fareboxes** – Bus fareboxes can process both cash and electronic Breeze Card payments.
- **Automated Announcement System** – All buses announce the route and stop/intersection using Automated Vehicle Location (AVL) equipment.
- **Wi-Fi** – All vehicles are equipped with free Wi-Fi.
- **Trash receptacles** – Trash receptacles are available on all buses.

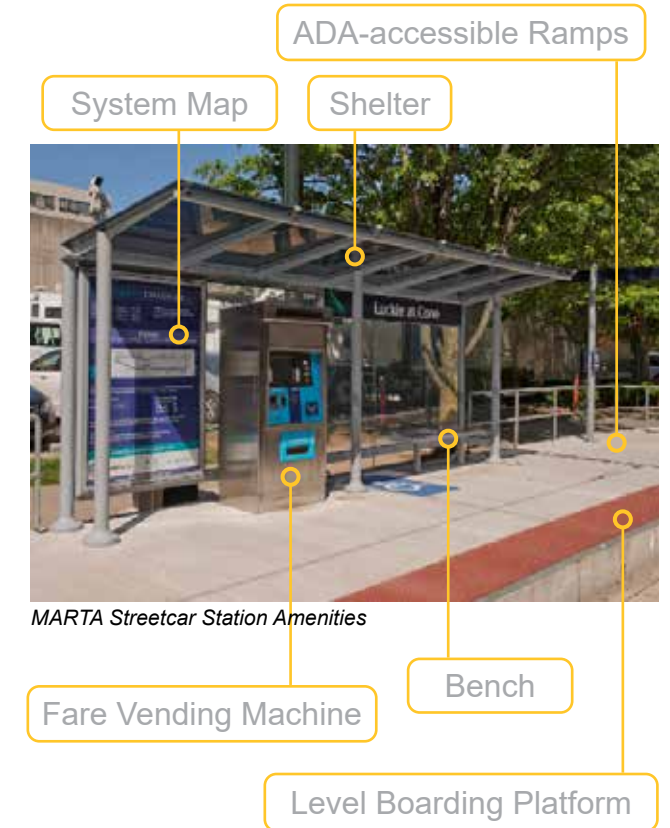


MARTA Bus Amenities

Streetcar Station Amenities

In addition to shelters and benches, all Streetcar stations include the following amenities:

- **System Map and Passenger Information** – Including information about nearby attractions and connections to Heavy Rail stations.
- **Fare Vending Machine** – Streetcar fares may be paid in advance using credit cards or Breeze Cards with stored value.
- **Level Boarding Platform** – Allowing level access between the Streetcar vehicle and station platforms.
- **ADA-Accessible Ramps and Waiting Area** – All Streetcar stations were constructed with ADA-accessible ramps between the platform and the station.

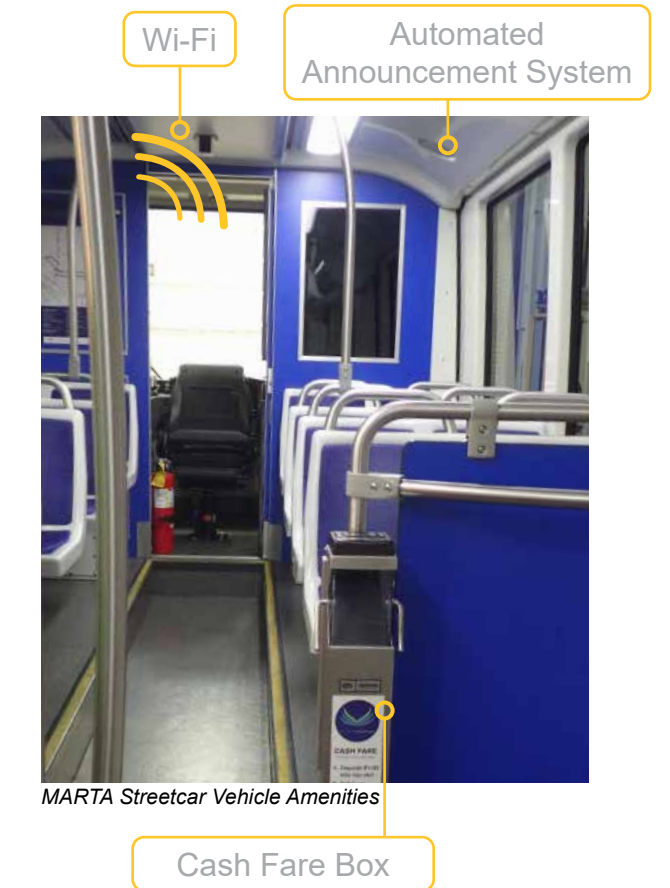


MARTA Streetcar Station Amenities

Vehicle Amenities

All Streetcar vehicles are equipped with the following:

- **Cash Fare Boxes** – Streetcar vehicles do not currently accept Breeze Cards and have cash fare boxes on board to collect fares.
- **Automated Announcement Systems** – In compliance with ADA, all vehicles are equipped with audio and visual announcements identifying the route and stop/intersection.
- **Wi-Fi** – All vehicles are equipped with free Wi-Fi.



MARTA Streetcar Vehicle Amenities

Heavy Rail Station Amenities

In addition to Breeze Card vending machines, emergency phones, seating areas with benches and trash receptacles, all rail stations are equipped with the following amenities:

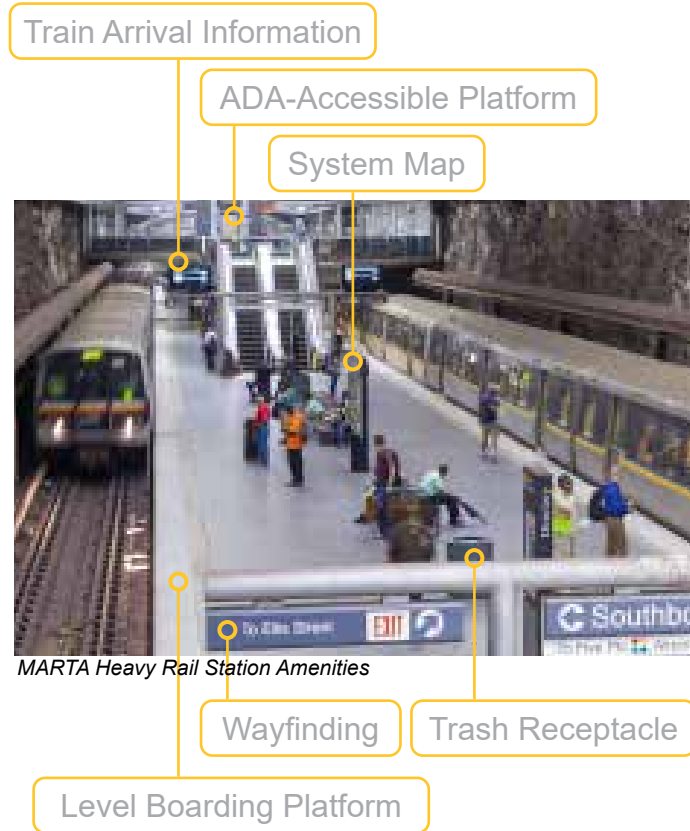
- **Train Arrival Information** – Electronic displays providing estimated train arrival times
- **System Map and Passenger Information** – Along with system maps, Heavy Rail stations include bus schedule information for routes serving the station.
- **Level Boarding Platforms** – Allowing level access between trains and station platforms
- **ADA-Accessible Platforms** – Including elevators and escalators facilitating access for customers using wheelchairs or mobility devices.
- **Wayfinding** – Identifying street-level exits and directions to access nearby destinations.

All other amenities will be distributed equitably throughout the MARTA service area.

Vehicle Amenities

Heavy Rail vehicles are equipped with the following amenities:

- **Passenger Information** – In addition to announcements made through train audio systems, rail vehicles include displays featuring announcements, marketing information, and advertising.
- **Wi-Fi** – All trains are equipped with free Wi-Fi.



MARTA Heavy Rail Vehicle Amenities – CC BY-SA 3.0



3.8 Transit Access

MARTA strives to provide equitable transit access throughout the service area. Transit access is the distance a person must travel to access MARTA's fixed-route service. This distance considers a customer's actual path of travel, considering the street network and the built environment, rather than a "straight-line distance."

Though MARTA does not own or maintain the city streets and state routes where vehicles operate, it does coordinate with local jurisdictions to identify needed infrastructure to accommodate MARTA customers. When planning routes, MARTA considers a street or corridor's accessibility when determining its suitability for transit service.

What is an accessible distance?

Bus service is considered accessible within approximately a ¼-mile pedestrian or wheelchair travel distance. Some geographical barriers may restrict access to MARTA service within a ¼-mile.

Streetcar Service is considered accessible within a ½-mile pedestrian or wheelchair travel distance of any given Streetcar station during all hours of service.

Heavy Rail Service is considered accessible within a ½-mile pedestrian or wheelchair travel distance of any given Heavy Rail station during all hours of service.



3.9 Clean Stations and Vehicles

MARTA strives to provide comfortable service by providing clean and well maintained stations and vehicles. To ensure that MARTA customers have a safe and comfortable experience, MARTA cleans its 38 heavy rail stations, 300-plus train cars, and more than 550 buses throughout the day. Additionally, MARTA performs major (detailed) cleaning on buses every 4,500 miles (about every 3 weeks), and spot cleans buses involved in service incidents that soil or contaminates equipment. All buses and rail stations are equipped with trash receptacles which are cleaned daily.

Some MARTA bus stops also include trash receptacles though trash collection and maintenance are typically the responsibility of MARTA's jurisdictional partners and local municipalities.

MARTA cleans and maintains its facilities on a nightly basis:

- 38 heavy rail stations**
- marta**
- 550+ buses**
- 330+ train cars**

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4. Service Standards

4.1 Service Hours

4.2 Service Frequency

4.3 Service Capacity

4.4 On-Time Performance

4.5 Bus Productivity





What are Service Standards?

MARTA uses Service Standards as its targets for evaluating service. For each standard below, MARTA uses relevant data to evaluate the different routes and service tiers:

- Service Hours
- Service Frequency
- Service Capacity
- On-Time Performance
- Bus Productivity

The Service Standards provide customers with clear targets for what to expect from MARTA service. They also provide information on how routes are assessed and analyzed for potential changes in service.

The Service Standards are examined in holistic manner that considers the relationship between the different Service Standards. For example, changes to service hours or service frequency can have an impact on service capacity. MARTA seeks to consider the entirety of a route’s performance when considering potential changes in service.

Additionally, by evaluating all standards regularly over months of service, the analysis provides a more accurate picture of how a route or line is operating. Particularly with bus service, factors outside of MARTA’s control such as congestion, construction, or road closures affect performance on individual days. Evaluation of service over time can provide a more complete and informed assessment of performance.

How are they different from Service Design Guidelines?

As described in [Chapter 3: Service Design Guidelines](#) describe general principles the agency uses to inform service planning. As principles, the Service Design Guidelines include some degree of flexibility as funding and context allow. Unlike the Service Design Guidelines, MARTA’s Service Standards include specific targets for service that MARTA strives to deliver. Standards are monitored and if unmet over a period of time, may indicate potential service changes.

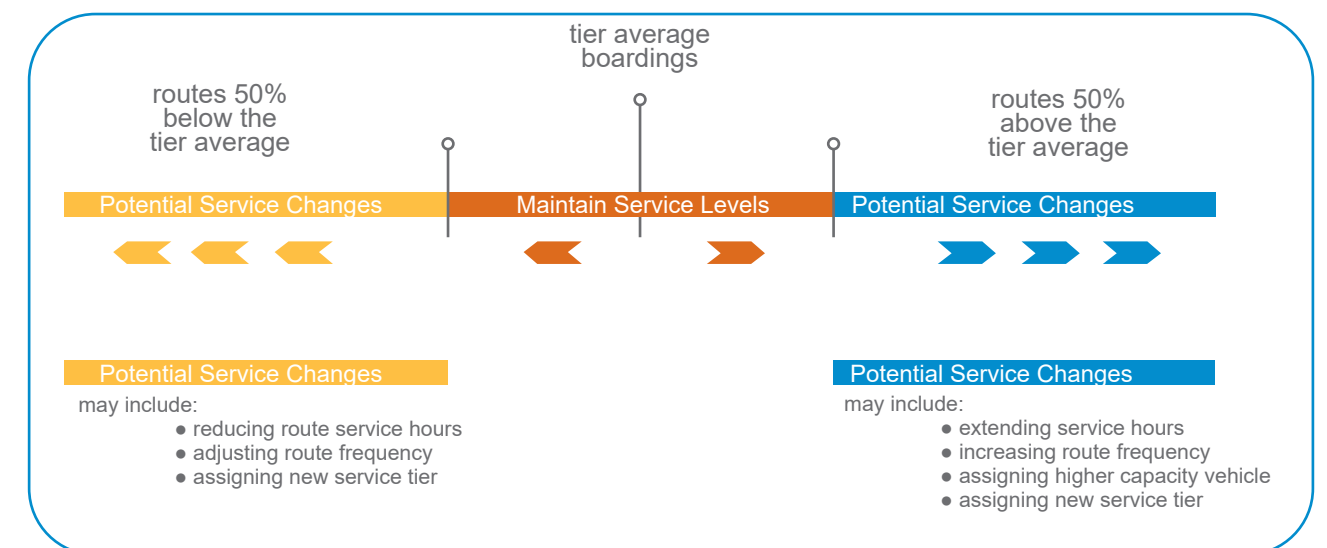
How does MARTA evaluate service?

Within the service change process, MARTA evaluates service up to three times per year based on data relevant to each specific standard. Data for each route are compared with both the service tier route averages and the adopted service standard for each tier.

For each standard, if a route meets the following conditions its overall performance will be considered before any service changes are recommended:
























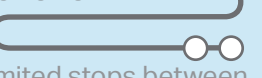




- route performance falls below the adopted service tier standard
- route performance is 50% below or 50% above service tier average

The diagram below provides an illustration of possible outcomes for routes as they compare to the service tier average. Those performing 50% below the tier average are first evaluated with respect to the other Service Standards and then considered for service changes. Routes performing between 50% and 150% of the tier average typically see service levels maintained. Routes performing at 50% above the tier average are evaluated with respect to the other standards and considered for possible service changes.



MARTA Service Standards Table

This table provides an overview of the Service Standards and Service Design Guidelines for each of MARTA's service tiers. The table describes typical characteristics of each service tier which may vary from route to route.

 MARTA Transit Service Tiers		Typical Frequency (time between buses/trains)		On-Time Performance Target <small>% departures 0 min. early to 5 min. late</small>	Typical Hours of Service	Typical Distance Between Stops	Seated Capacity <small>🪑 = 10 passengers</small> <small>*per car – most trains feature 6 cars</small>	Standing Capacity <small>🧑 = 10 passengers</small> <small>*per car – most trains feature 6 cars</small>
Rail Service	 Heavy Rail	every 12 minutes	every 15 minutes	95%	21 hours	1 mile 20 min. walk	 (64)*	 (32)*
	 Streetcar	15 min. all day		Maintain 10-15 Headways	18 hours	900 feet < 5 min. walk	 (60)	 (30)
Bus Service	 Bus Rapid Transit	COMING SOON		COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON
	 Arterial Rapid Transit	COMING SOON		COMING SOON	COMING SOON	COMING SOON	COMING SOON	COMING SOON
	 Frequent Local	every 10-15 minutes	every 15-20 minutes	78.5%	20 hours	800-1200 feet 2-5 min. walk	 (37)	 (19)
	 Supporting Local	30-60 min. all day		78.5%	20 hours	800-1200 feet 2-5 min. walk	 (37)	 (19)
	 Peak Only	every 30-60 minutes	—	78.5%	12 hours (weekdays only)	 limited stops between endpoints	 (37)	 (19)
	 Community Circulator	30-60 min. all day		78.5%	19 hours	800-1200 feet 2-5 min. walk	 (25)	 (13)
	 Limited Express	every 30-40 minutes	every 40-60 minutes	78.5%	19 hours	 limited stops between endpoints	 (37)	 (19)
	 MARTA Mobility	scheduled trips for eligible riders		30-minute pick-up window	20 hours	origin-to-destination service	 (15)	—

The above characteristics of each service tier reflect a snapshot of typical MARTA service at the time of MARTA Board adoption. Characteristics are subject to change based on MARTA's budget, available resources, and passenger demand.



4.1 Service Hours

What is it?

Service Hours – the number of hours per day that MARTA operates transit service.

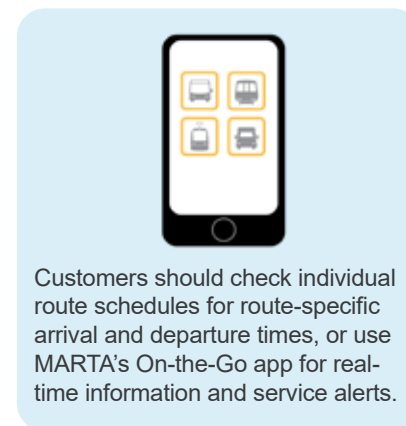
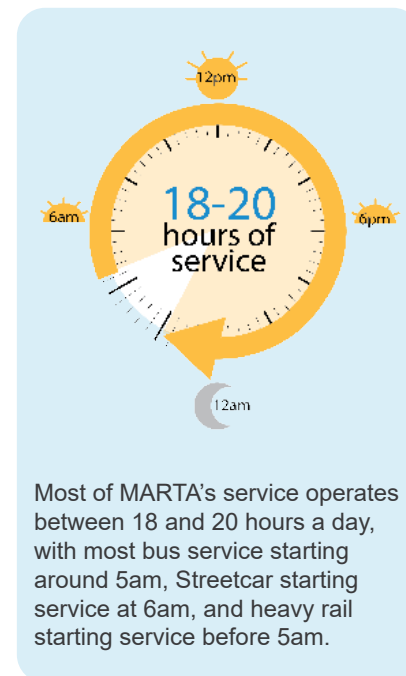
Why is it important?

Service Hours are a fundamental part of making service available to customers. The longer service operates each day, the more options riders have to use MARTA. The Authority must balance service availability with travel demand, while managing costs and maintaining vehicles and facilities.

What can riders expect?

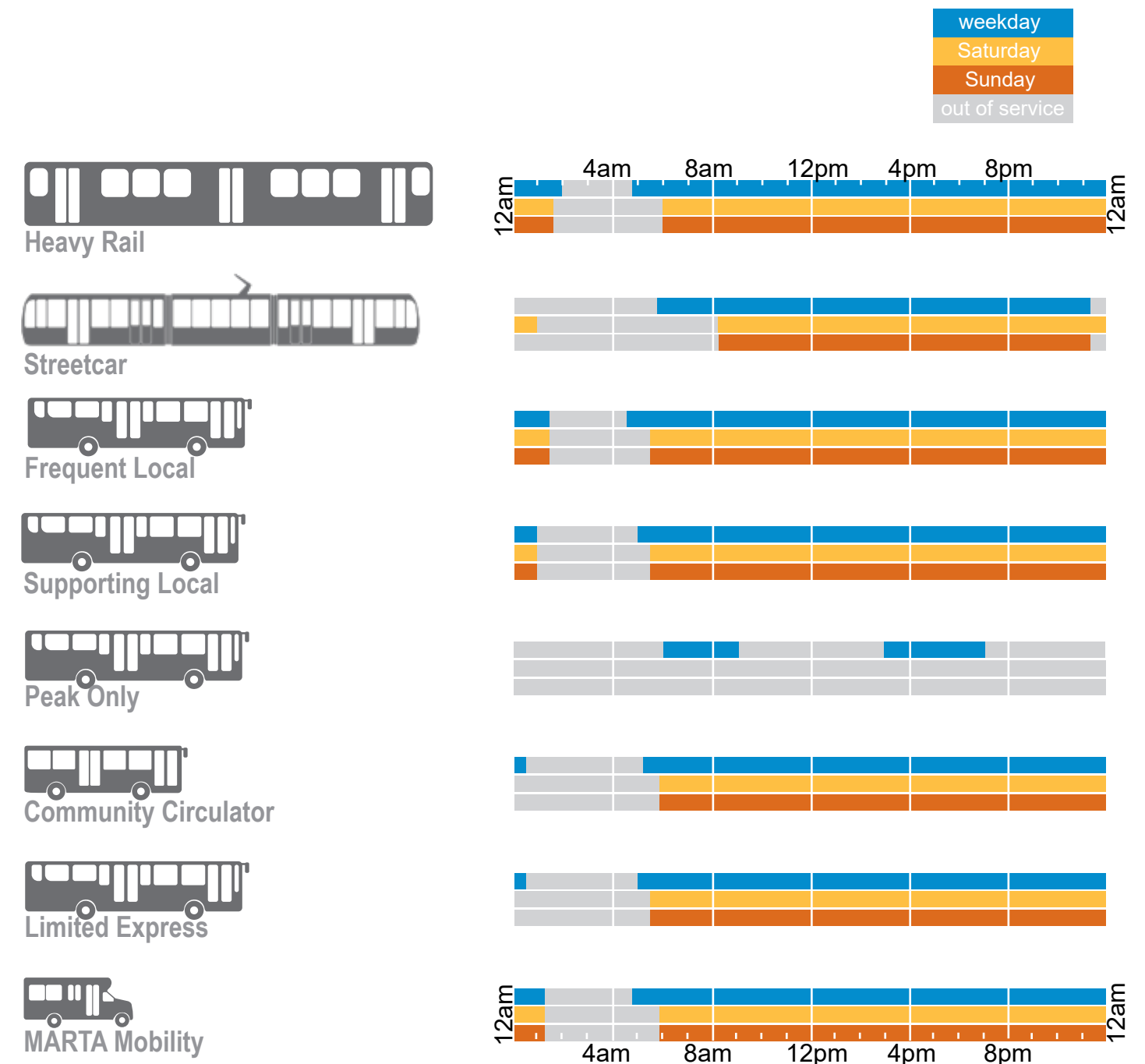
MARTA operates service seven days a week and, for many routes, up to 20 hours a day. As shown in the graphic on the following page, some service tiers operate longer hours than others. For example, most Heavy Rail service operates from 4:30AM to 2:00AM during the week, while the Streetcar operates from 6:00AM to 11:00PM on weekdays. Service hours vary slightly from route to route within each service tier.

It is important to note that bus and train frequency varies throughout the day (see Service Frequency, Section 4.2 for more information). MARTA operates more frequent service during peak periods, and less frequent service late at night. MARTA provides extended service into late night or early morning periods where demand exists. Given funding constraints, MARTA must balance providing service to meet high-demand periods with making service available at other times of day.



The graphic below shows MARTA's typical service hours. Many service tiers operate up to 20 hours a day on weekdays. Because service hours vary slightly between routes within the same service tier, customers should check route-specific timetables for scheduled arrival and departure times at itsmarta.com/bus-routes.aspx or by using MARTA's On-the-Go app.

The graphic below illustrates when MARTA customers can expect service to be available. The following section, Service Frequency, illustrates how often MARTA operates buses and trains throughout the day. Along with Service Hours, these standards provide MARTA customers with a clear indication of when to expect transit service.



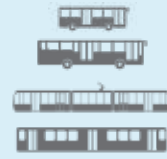
How are Service Hours evaluated?

In the service planning process, MARTA evaluates the number of hours per day service is available. By analyzing the number of boardings for each route's first and last few trips, MARTA can assess the potential for service hours to be extended or shortened.

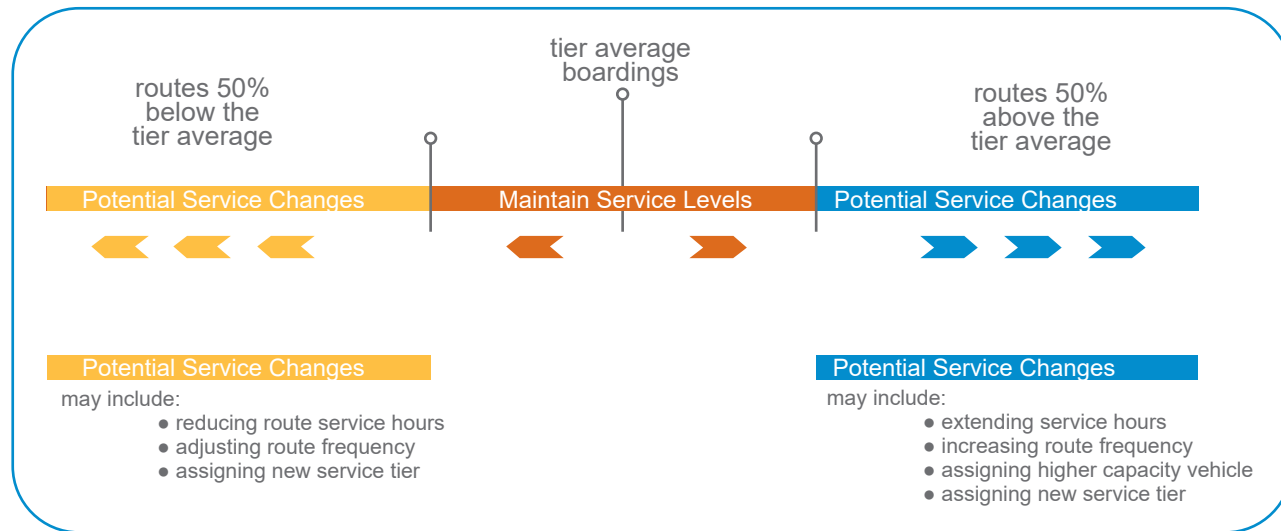
Evaluation Process

1. Determine average number of boardings for first/last three trips for each route.
2. Determine tier average number boardings for first/last trips.
3. Compare individual route average for first/last trips with service tier average.
4. Consider the route's performance with respect to other Service Standards and tier averages. Consider possible service changes, if warranted.
5. MARTA implements major service changes after public outreach, public hearings, budget considerations, and Board adoption within the service change process (as described in [Chapter 2: Service Change Process](#)). Service changes may be recommended after a route performs outside the service tier standard for two consecutive service change periods (eight months).

Service Tier Comparison



In the service change process, MARTA evaluates service by comparing routes with others in the same service tier so that similar types of service are compared with one another. Community Circulator routes are compared to other Community Circulator routes; Frequent Local Bus routes compared to other Frequent Local Bus routes.



4.2 Service Frequency

What is it?

Service Frequency – the number of transit vehicles on a given route passing a stop or a station within a period of time. A related measure, **headway**, is the amount of time between vehicles on a given route in the same direction.

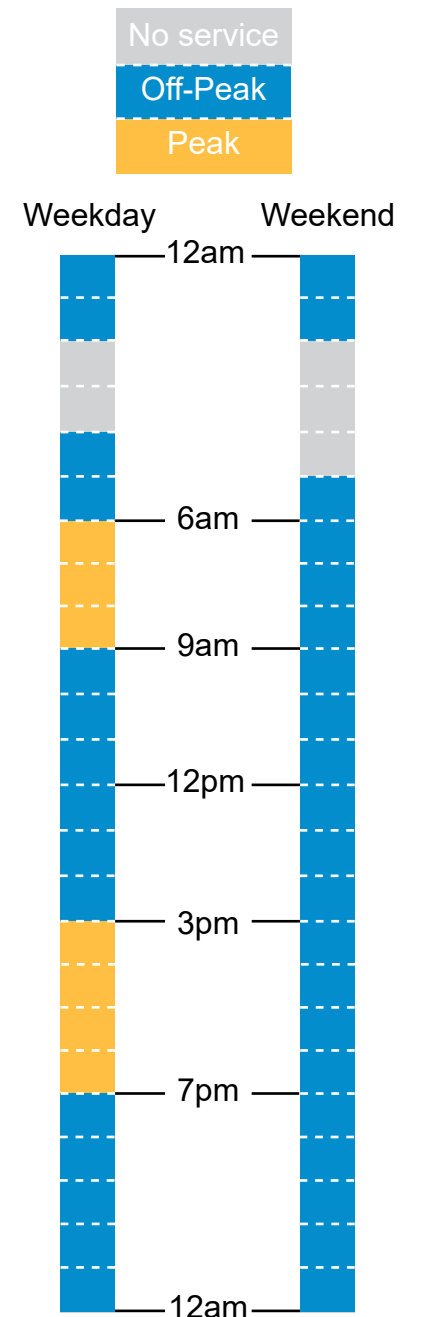
Why is it important?

Service frequency can determine how MARTA customers use transit service and how long they have to wait at stops and stations. Frequent routes allow riders to access transit without checking schedules. Less frequent routes may require customers to check schedules ahead of time.

What can riders expect?

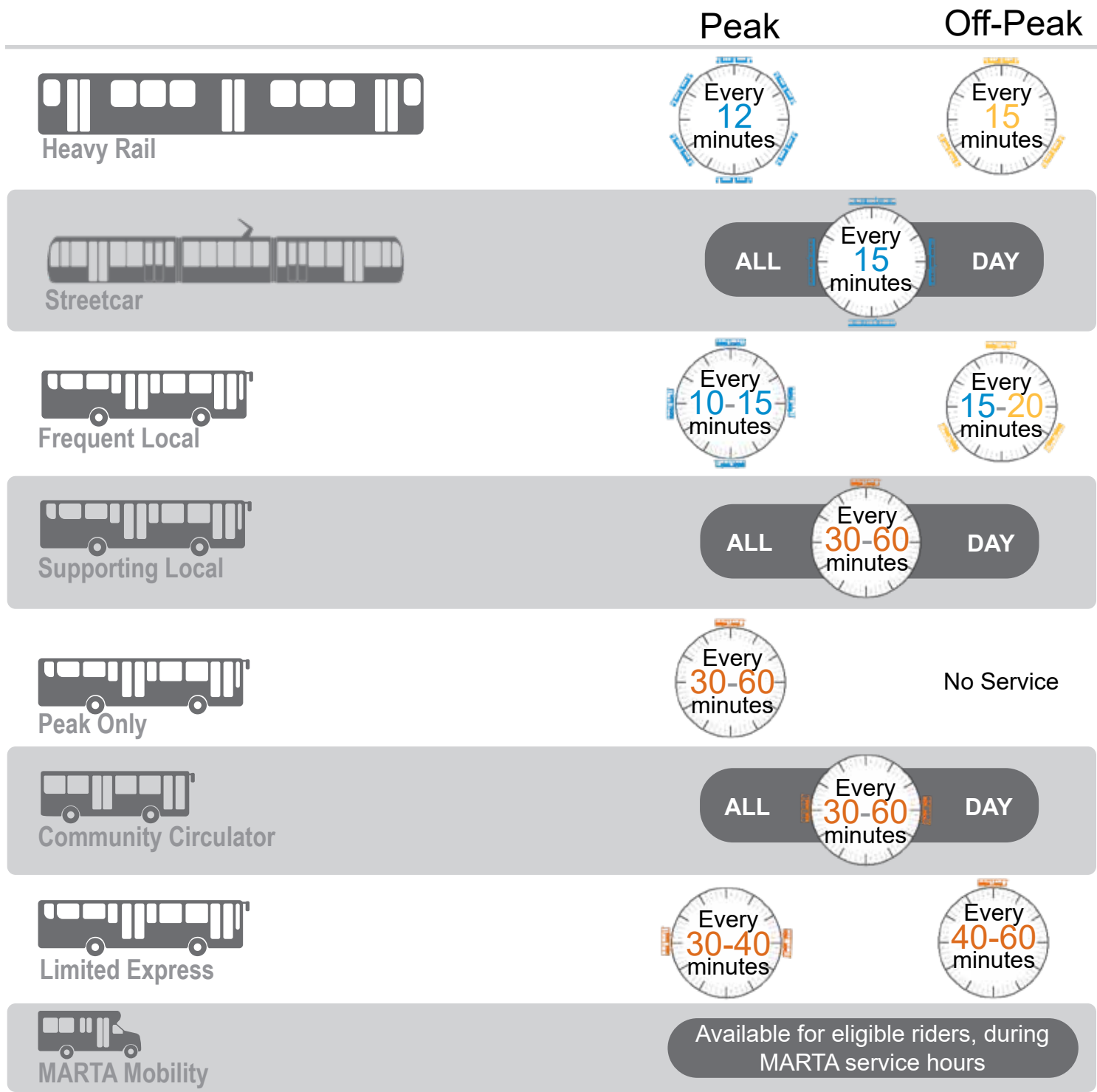
MARTA provides transit service that balances frequent, high- ridership service with routes designed to provide access to activity and job centers, medical services, and other key destinations throughout the service area. For many routes, higher frequencies are offered during peak times to accommodate periods of high ridership, compared to nights and weekends.

Peak hours are the hours when MARTA experiences the highest demand for service and ridership (6:00 AM to 9:00 AM in the morning and 3:00 PM to 7:00 PM in the afternoon, on weekdays). During these times, MARTA provides its most frequent service to meet passenger demand. **Off-Peak hours** are the hours outside of the designated peak hours where MARTA continues to provide service, but buses may come less frequently due to lower ridership and demand at those times. The graphic to the right shows how MARTA service is structured by peak and off-peak periods.



The graphic below shows service frequency standards for each of MARTA's service tiers. Community Circulator routes feature frequencies of 30 to 60 minutes. High-ridership tiers like Heavy Rail and Frequent Local Bus feature headways of 10 to 15 minutes during peak periods.

It is important to note that because MARTA operates two lines on the trunks of its Heavy Rail network, between Airport and Lindbergh Center as well as between Ashby and Edgewood/Candler Park stations, trains may arrive more frequently than shown below.



How is Service Frequency evaluated?

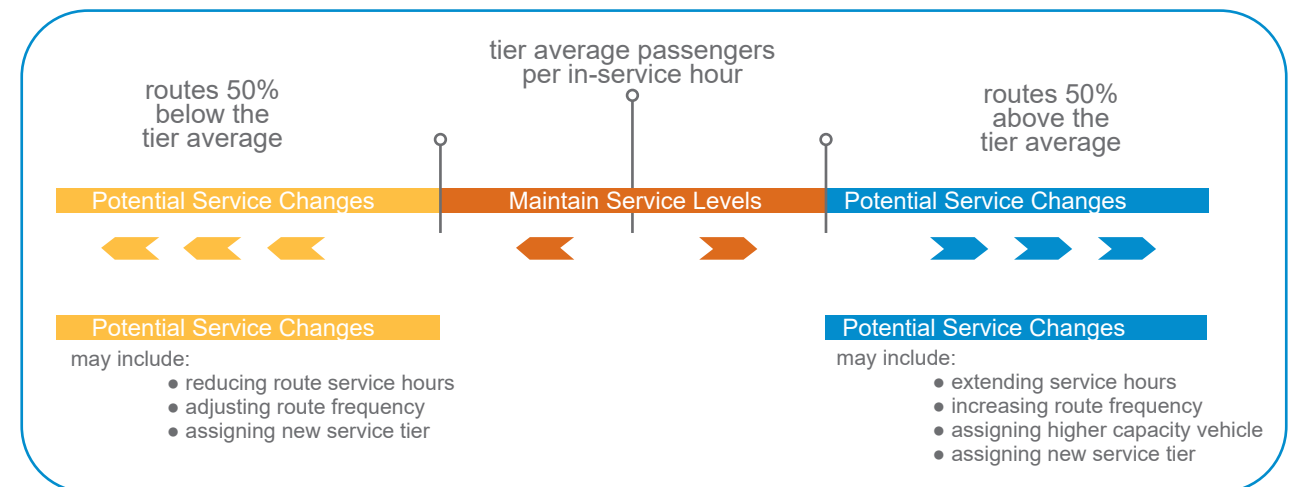
Ridership is a major factor in determining frequency for a particular route and service. High-ridership routes, like Heavy Rail and Frequent Local Bus routes see some of the most frequent service in MARTA's network. Service Frequency is also critical to the Service Hours (4.1), Service Capacity (4.3), and On-Time Performance (4.4) Service Standards and therefore is considered in conjunction with these standards.

Evaluation Process

1. Determine average number of passengers per in-service hour for each route.
2. Determine average number of passengers per in-service hour for each service tier.
3. Compare individual route average for passengers per in-service hour with service tier average.
4. Consider the route's performance with respect to other Service Standards and tier averages. Consider possible service changes, if warranted.
5. MARTA implements major service changes after public outreach, public hearings, budget considerations, and Board adoption within the service change process (as described in [Chapter 4: Service Change Process](#)). Service changes may be recommended after a route performs outside the service tier standard for two consecutive service change periods (eight months).

Example Service Frequency Evaluation

A typical high-ridership route has approximately 3,700 weekday passengers and operates a total of 110 weekday hours, resulting in 33.6 passengers per in-service hour. If the route's service tier average is 25 passengers per in-service hour, it would perform 34% above average and be considered for possible service changes like increased frequency or higher-capacity vehicles.





4.3 Service Capacity

What is it?

Service Capacity is the number of passengers that can be safely accommodated on MARTA vehicles. The capacity of each type of vehicle is different and depends on the number of seats and available room for standing. To evaluate service capacity, MARTA measures each vehicle's **load factor**—the ratio of the number of passengers onboard compared to the number of seats. A load factor of 100% (or 1.0) indicates that the number of passengers aboard equals the number of seats available.

Why is it important?

Service capacity directly impacts passenger comfort and safety. Load factors between 100% and 150% can be considered acceptable because MARTA's vehicles were designed to accommodate standing passengers. In general, load factors above 150% indicate overcrowding and could indicate the need for service changes.

What can riders expect?

Capacity of MARTA vehicles varies by service tier and corresponds to route ridership. While the majority of bus routes use traditional 40-foot buses, MARTA routes with higher ridership are assigned vehicles with higher capacity; routes with lower ridership are assigned smaller, more efficient vehicles.

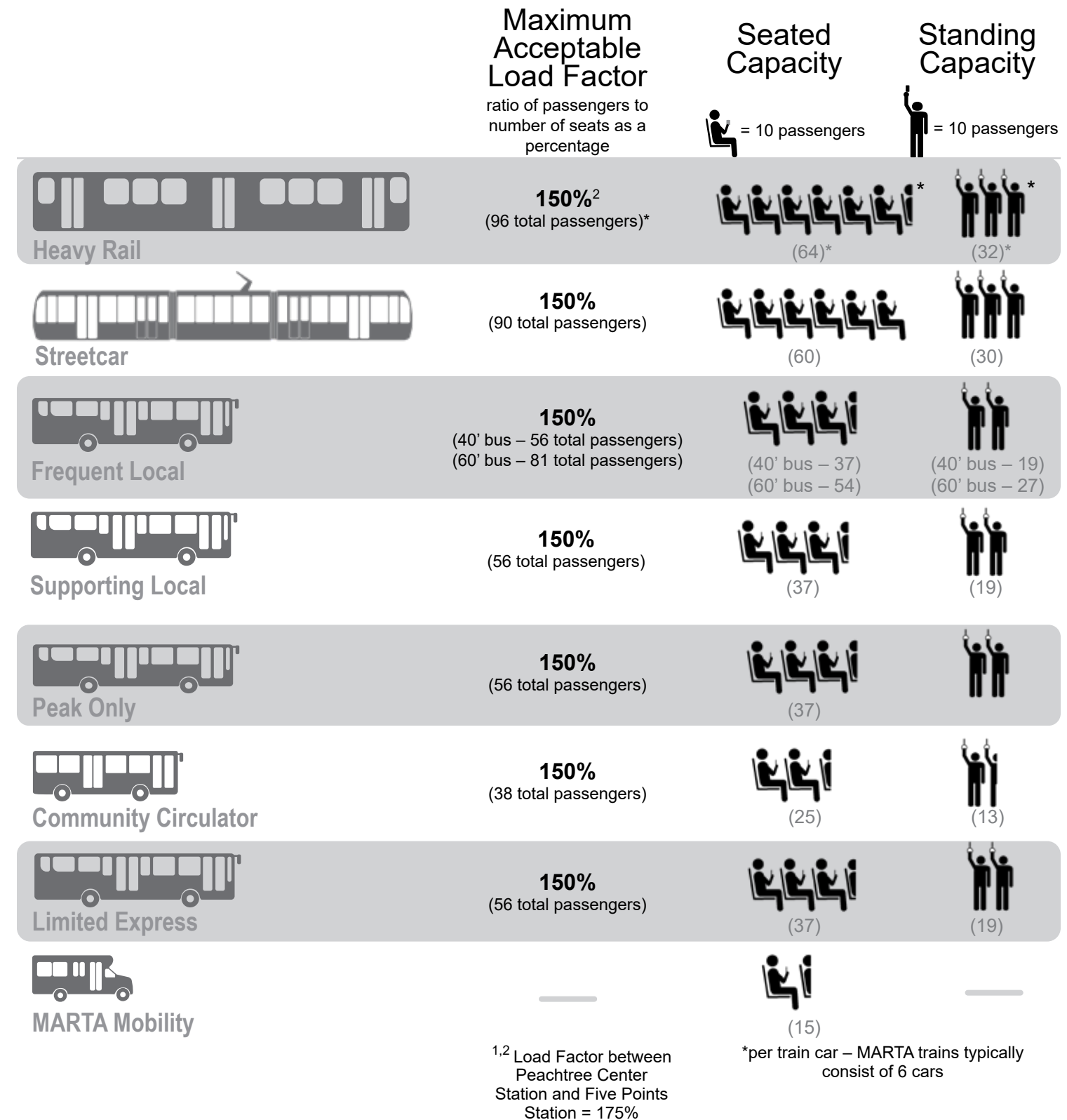
- 30-foot Community Circular buses are designed to provide local circulation and connections to the regional rail and bus transit network at major stations and hubs while using vehicles with less impact on local, neighborhood streets.
- Higher-demand routes typically feature more frequent service and use larger, higher-capacity vehicles (like 60-foot articulated buses) on high-ridership corridors.

Load Factor Example

A typical 40-foot MARTA bus can accommodate 37 seated passengers. With 25 passengers on board during peak capacity the resulting load factor would equal 68% (or .68).

$$\frac{\text{25 passengers}}{\text{37 seats}} = 68\% \text{ Load Factor}$$

The graphic below shows the load factor for each tier of MARTA service by seated capacity and number of standees. MARTA's standard for load factor across all service tiers is 150%¹.



^{1,2} Load Factor between Peachtree Center Station and Five Points Station = 175%

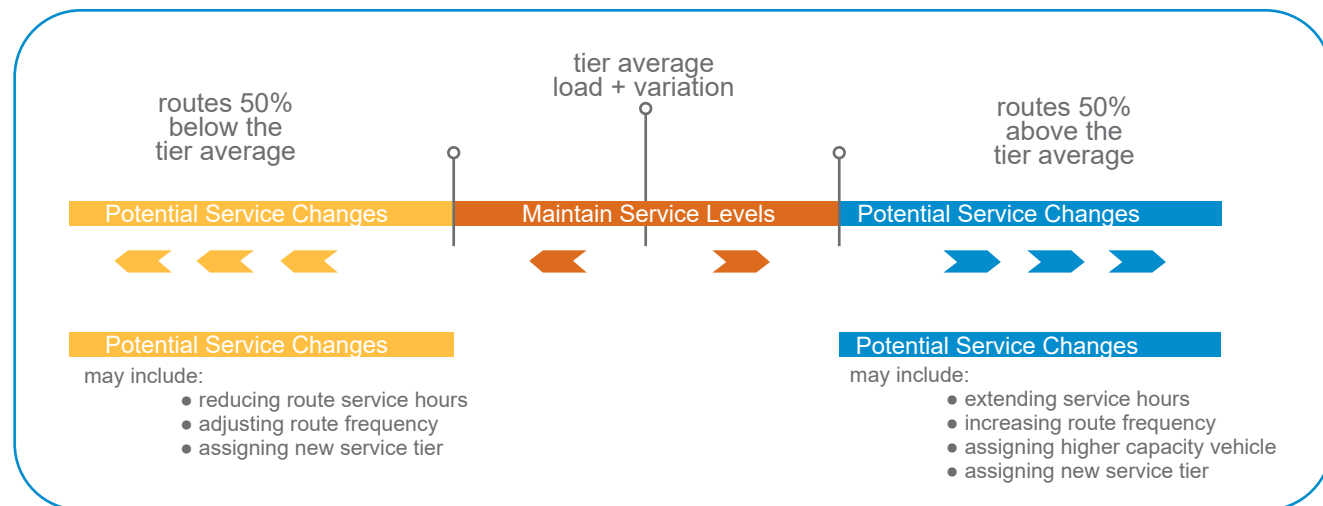
*per train car – MARTA trains typically consist of 6 cars

How is Service Capacity evaluated?

In the service planning process, MARTA compares existing service capacity with observed ridership and passenger load data. By analyzing the load factors of each route, MARTA can assess the potential for service increases or decreases. Service Capacity is also critical to the Service Hours (4.1), Service Frequency (4.2), and On-Time Performance (4.4) Service Standards and therefore is considered in conjunction with these standards.

Evaluation Process

1. MARTA regularly collects data on route/vehicle passenger loads.
2. Determine average load for each route by weekday and weekend service.
3. Determine variation in average load for each route.
4. Compare individual route load plus variation with service tier average load plus variation.
5. Consider the route's performance with respect to other Service Standards and tier averages. Consider possible service changes, if warranted.
6. MARTA implements major service changes after public outreach, public hearings, budget considerations, and Board approval within the service change process (as described in [Chapter 2: Service Change Process](#)). Service changes may be recommended after a route performs outside the service tier standard for two consecutive service change periods (eight months).



4.4 On-Time Performance

What is it?

On-Time Performance measures how closely to schedule the service operates, as experienced by the customer. Any service which departs within five minutes after its scheduled departure time is considered “on time.” MARTA service that departs before its scheduled departure time, or more than five minutes after, is not considered “on time.”

Why is it important?

On-time performance can be an important indicator of service reliability, particularly for less frequent service. Passengers always expect arrivals/departures to occur as scheduled but, when the service is less frequent, lower on-time performance can have a significant impact on the amount of time spent waiting for service. MARTA strives to provide quality service, and working towards on-time performance is an important aspect of that.

What can riders expect?

On a given day, MARTA's on-time performance can be impacted by many variables including traffic congestion, passenger loads, inclement weather, road conditions, special events, and road maintenance or construction. For service that consistently does not meet standards, MARTA will determine the cause and take action to address the issue. Possible improvements for such routes include adjusting running times, changing headways, or providing additional service.

To be in compliance with MARTA's Service Standards, **95% of trains** must depart terminal stations within 5 minutes of the scheduled departure time. For bus tiers **78.5% of all buses** must depart a time point within five minutes of the scheduled departure time.

How does MARTA collect passenger load data?



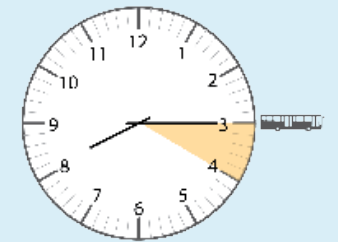
For Heavy Rail service, MARTA uses manual check points at eight stations throughout the system:

- Bankhead
- Buckhead
- GWCC/State Farm Arena
- Garnett
- Georgia State
- Lenox
- Lindbergh Center
- Peachtree Center

Entry and exit data from station faregates are also used to complement manual counts and evaluate passenger loads.

For bus service tiers, all vehicles are equipped with Automated Passenger Counters (APCs) which collect data on passenger boarding and exiting.

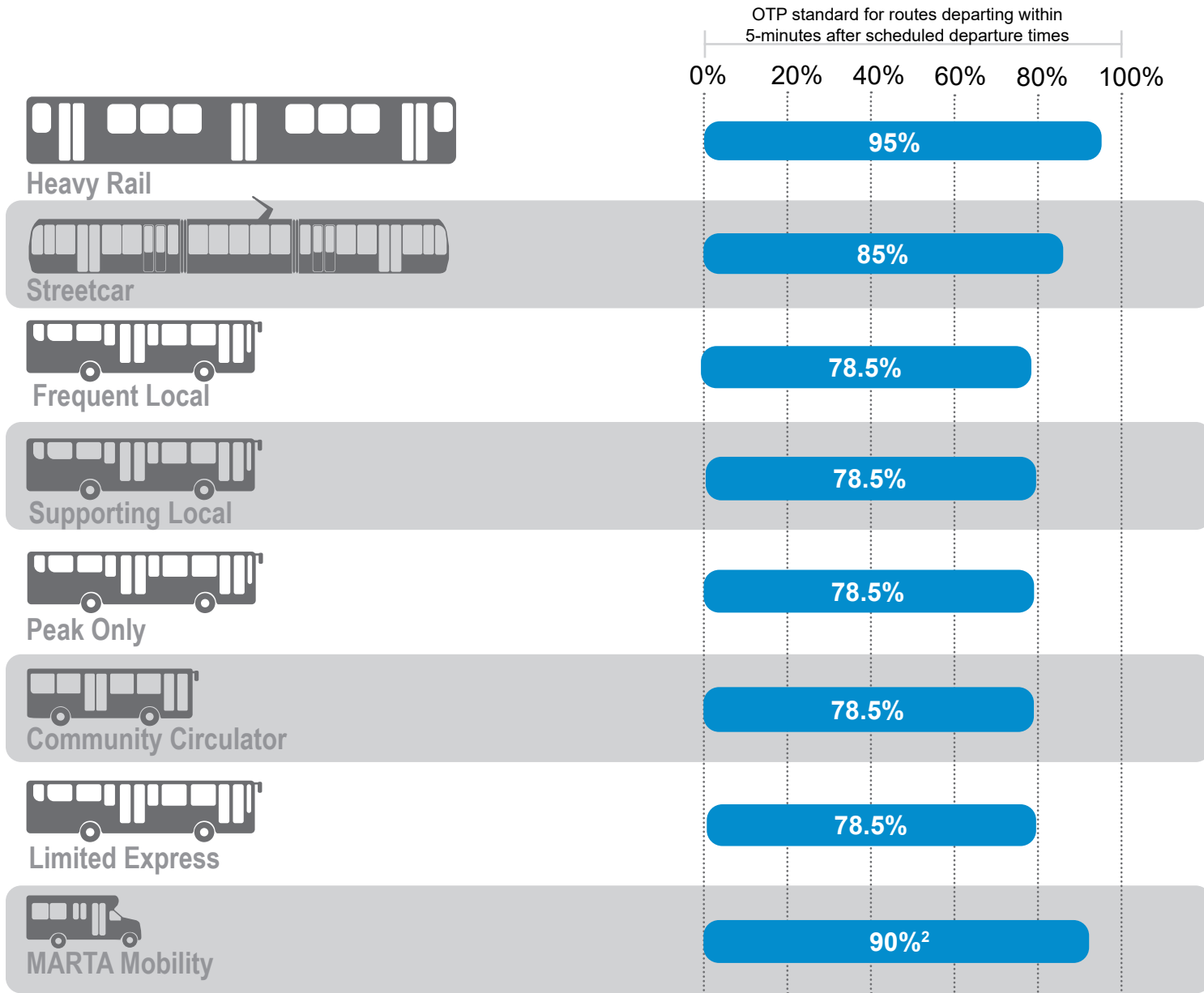
What does MARTA consider “on time”?



Customers may think of on-time performance by when transit vehicles arrive, but transit agencies typically measure when vehicles depart time points along a route. For a bus scheduled to depart at 8:15, any departure time before 8:20 meets the “on-time” standard.

Early departures are not considered “on time” because customers may expect routes to operate as scheduled, and plan their trips accordingly. If a passenger arrives on-time, but the bus has departed early, the passenger will miss the bus. For that reason, early departures are not considered “on time.”

The table below shows MARTA's standard for on-time performance by service tier. For each service tier¹, MARTA defines on-time performance as between zero minutes early and no more than five minutes after scheduled departure times. For most bus tiers, MARTA uses a 78.5% standard for on-time performance. For Heavy Rail service, MARTA's on-time performance standard is 95%.



^{1,2}MARTA Mobility Service is considered "on time" for arrivals occurring within the 30-minute "Ready Window" (see Chapter 5: MARTA Mobility Service Delivery Standards for more information).

How is On-Time Performance evaluated?

MARTA collects data for each route based on individual trip data. By analyzing the on-time performance of each route and determining the potential causes of performance that falls outside the standard, MARTA can assess the potential for service changes. On-Time Performance is also critical to the Service Hours (4.1), Service Frequency (4.2), and Service Capacity (4.3) Service Standards and therefore is considered in conjunction with these standards.

Evaluation Process

1. Determine on-time performance of each route and potential external impacting factors.
2. Compare individual route on-time performance with the service tier target on-time performance.
3. For routes performing below the service tier target, determine the cause of sub-standard performance.
4. Consider route performance with respect to other Service Standards and consider service changes, if warranted.

How does MARTA calculate On-Time Performance?



For trains, MARTA calculates on-time performance by comparing recorded departure time with scheduled departure time at terminal stations.

For bus tiers, each route has assigned time points along its route. Automatic Vehicle Location (AVL) data is used to determine a bus's departure time at each point throughout the day.

For each route, vehicles departing a time point or terminal station within the 5-minute on-time window are divided by the total number of departures throughout the day. Multiplying the result by 100 produces the route's on-time performance as a percentage.





4.5 Bus Productivity

What is it?

Bus Productivity – a measurement of bus route efficiency that takes into account a route’s costs and its revenues. The measurement is based on three factors to ensure that MARTA service is appropriate for existing passenger demand:

- passengers per in-service hour
- average load (occupancy rate)
- total costs per passenger

This standard is only applicable to bus services.

Why is it important?

Efficient use of limited resources is an important consideration for MARTA in providing service and maintaining financial stability. MARTA must balance delivering fast, frequent service on high ridership routes with providing needed access to important destinations like schools, hospitals, government offices and commercial areas.

What can riders expect?

Compared to other standards, bus productivity is not immediately visible to riders. It is, however, an important factor in determining potential service changes. Consideration of passengers, costs, and how many riders are on the bus at once are important to understand how the route is performing. While this is an important assessment, ridership and costs are not the only consideration for potential service changes. This standard, along with the others, will be used to identify potential changes to improve efficiency.

What is MARTA’s Bus Productivity Index (BPI)?

In 2018, the MARTA Board adopted a new Route Productivity and Ranking Process that calculates an indexed score for three performance measures: passengers per in-service hour, total costs per passenger, and average load. An indexed score compares routes of each service tier with the tier average. An example calculation of bus productivity is included in [Appendix C](#).

passengers per in-service hour – for each route, the total number of passengers per day, divided by the total number of revenue hours per day.

average load – average load factor for all bus trips of a single route.

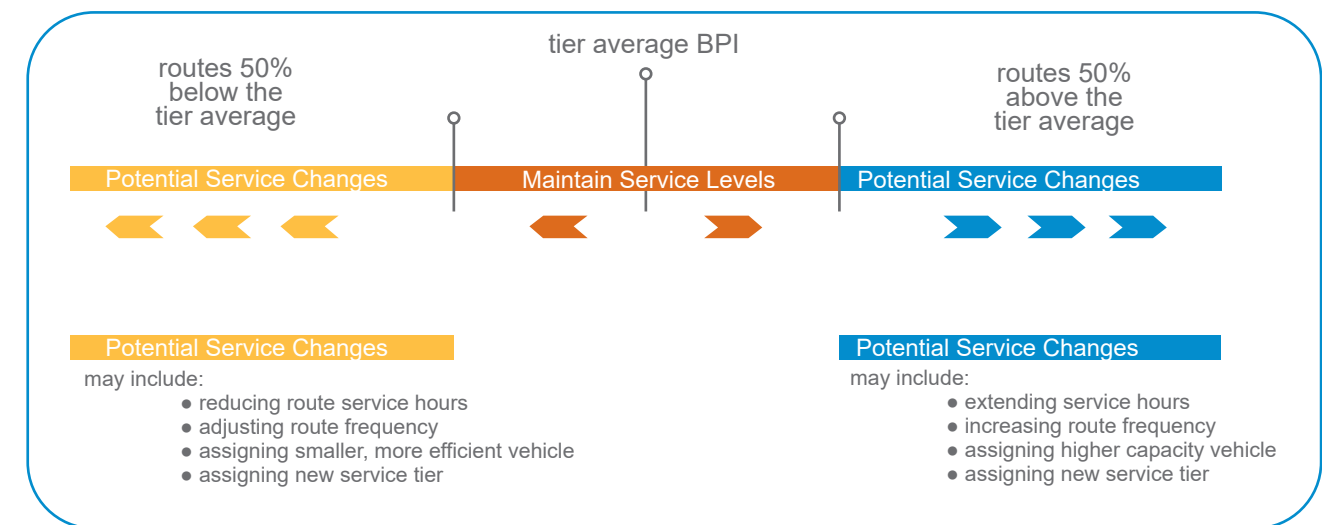
total costs per passenger – annual operating costs include fuel, maintenance, and operator salaries divided by total number of passengers served.

How is Bus Productivity evaluated?

To evaluate bus productivity, MARTA considers the total ridership, average occupancy, and overall costs associated with each route. By assessing bus productivity, MARTA can deliver service that is both efficient and appropriate to the existing demand of a route.

Evaluation Process

1. Determine the bus productivity index for each route, considering passengers per in-service hour, total costs per passenger, and average load.
2. Compare individual route bus productivity indices (BPIs) with the service tier BPI.
3. For routes that perform more than 50% above or below the tier average, consider route performance with respect to other Service Standards and consider possible service changes, if warranted.
4. MARTA implements major service changes after public outreach, public hearings, budget considerations, and Board approval within the service change process (as described in [Chapter 2: Service Change Process](#)). Service changes may be recommended after a route performs outside the service tier standard for two consecutive service change periods (eight months).



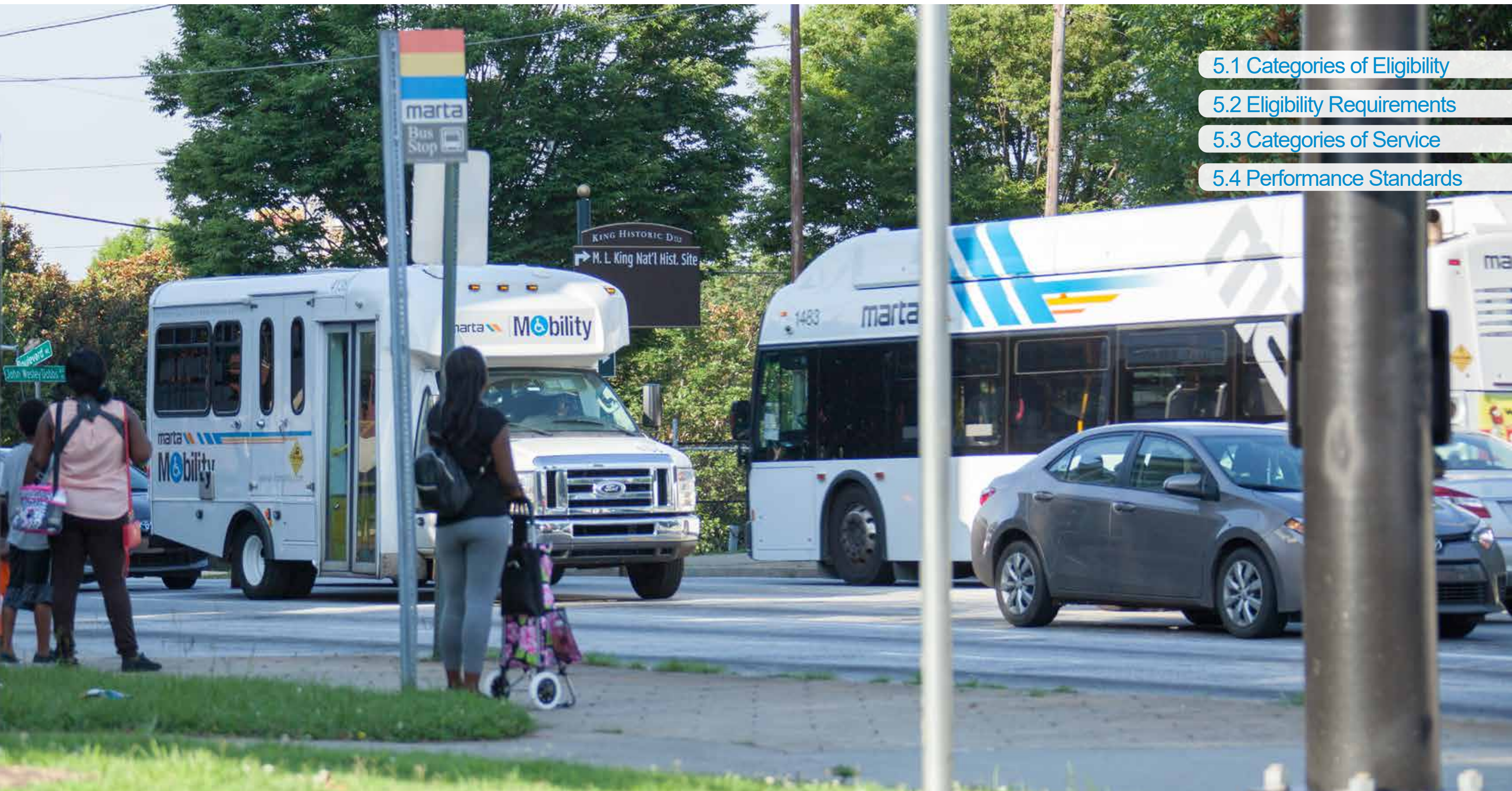
5. MARTA Mobility Service Delivery Standards

5.1 Categories of Eligibility

5.2 Eligibility Requirements

5.3 Categories of Service

5.4 Performance Standards



What is MARTA Mobility Service?

MARTA provides its complementary paratransit service in compliance with the Americans with Disabilities Act (ADA) for riders with disabilities who are unable to utilize MARTA's fixed-route system for some or all of their travel.

How does MARTA Mobility Service work?

MARTA Mobility is an advanced reservation mode of transit that operates on an origin-to-destination basis. The service may also provide customers with transportation to MARTA's fixed-route services, creating connections for MARTA Mobility passengers to bus, Streetcar, or Heavy Rail service. MARTA Mobility operates with the same schedule as MARTA's fixed-route services and provides service in the same areas of Fulton, Clayton, DeKalb Counties, and the City of Atlanta where fixed-route service is available.

Customers can apply for MARTA Mobility services by contacting the MARTA Mobility Eligibility Department at (404) 848-5389, Monday through Friday, from 8:30AM to 5:00PM. More information can also be obtained online at itsmarta.com or in person at the Mobility office at MARTA Headquarters: 2424 Piedmont Rd NE, Atlanta, GA 30324-3330.

MARTA adheres to the U.S. Department of Transportation (DOT) Transportation for Individuals with Disabilities Reasonable Modification Policies as amended in 49 CFR Parts 27 and 37.

MARTA Mobility Rider's Guide



MARTA Mobility guidelines are described fully in MARTA's Mobility Rider's Guide. Customers can find a copy of the full guide on MARTA's website: itsmarta.com/marta-mobility-guide.aspx

Mobility Statistics



MARTA operates more than **200** Mobility vehicles and provides nearly **700,000** rides to MARTA Mobility passengers each year.

5.1 Eligibility for MARTA Mobility Service

Eligibility considerations for MARTA Mobility service are based on categories of eligibility established by the Americans with Disabilities Act.

Category I – individuals who cannot independently navigate the fixed-route system.

Category II – individuals who would be able to use the fixed-route system if it were accessible (e.g., when a low-floor or ramp-equipped bus is not available). This category is not required once a transit system is 100% accessible.

Category III – individuals who, because of their functional ability, cannot access a bus stop or a train station to board the fixed-route system and cannot access their final destination after disembarking from a fixed-route bus or train.

Two important qualifiers to this category are included in the regulations:

- Environmental conditions
- Architectural barriers (environmental conditions and architectural barriers not under the control of the public entity do not, when considered alone, confer eligibility.)

NOTE: Inconvenience in using the fixed-route system is not a basis for eligibility.

Types of Eligibility

Based on the categories of eligibility identified above, MARTA has established three types of eligibility that an applicant might qualify for:

- **Unconditional Eligibility** – This is a person's eligibility category when the individual's functional ability prevents them from using the fixed-route service under any circumstances, regardless of weather, distance to the stop, and so on.
- **Conditional Eligibility** – In this type of eligibility, the person's functional ability allows them to make some



trips on fixed-route services as trip distance, weather, and health conditions allow. For these passengers, some days, and for certain trips, fixed-route use is possible and on other days, it is not. In addition, an individual's abilities may not allow them to get to and from fixed-route services independently, using Mobility as a feeder service.

- **Temporary Eligibility** – The ADA also includes temporary eligibility for people with disabilities that prevent them from using the fixed-route system for a limited period of time. If customers have a temporary disability, they may obtain MARTA Mobility eligibility for the expected duration of the disability. If the disability continues beyond the certified time, MARTA will require a revised certification from the customer's health care professional.

Eligibility conditions are assigned at the time of certification and applied each time the eligible customer calls to schedule service.

5.2 Eligibility Requirements


Eligibility for MARTA Mobility services requires customers to complete a two-part application.


Individuals who believe they are eligible must complete Part A of the application; Part B should be completed by a licensed rehabilitation or medical professional affiliated with an accredited service center working with disabilities. An in-person functional assessment must be completed after Part A and Part B of the application is received by MARTA.


For eligible customers, trip origin and destination must be within ¾-mile of a MARTA fixed-route service operating in Fulton, DeKalb, and Clayton Counties. Service hours will match the nearest fixed route within the ¾-mile radius.


Mobility Application Requests

Customers can apply for MARTA Mobility eligibility by requesting an application in the following ways:

 Call the MARTA Mobility Eligibility Department, (404) 848-5389, Monday through Friday, 8:30am to 5:00pm.

 By mail: MARTA Mobility, 2424 Piedmont Road NE, Atlanta, GA 30324-3330

 In person: MARTA Reduced Fare Office, 2424 Piedmont Road NE, Atlanta, GA 30324-3330

 Via fax, 404-848-6900

5.3 Categories of Service

MARTA Mobility includes two categories of service for customers depending upon the requested frequency of trips:

1. **Subscription** – customers who have travel patterns to and from the same destination(s), at the same time, at least one (1) day per week, for at least six (6) consecutive months.
2. **Advance Reservation** – customers can make reservations between one and seven days in advance.

Neither type of service has reservation priority.


Subject to certification criteria, complementary paratransit service for ADA-eligible persons shall be origin-to-destination service, or feeder service (passenger transported to a MARTA fixed-route service instead of a final destination) may be provided to conditionally eligible passengers who can navigate the fixed-route system.

Mobility services outside of the MARTA service area will be governed by intergovernmental agreement and adhere to federal guidelines. Since January 2006, persons eligible for MARTA Mobility service have been offered the option of transitioning from MARTA Mobility service to “fare free” travel on the regular fixed-route service.

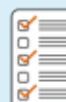
MARTA Mobility Reservation Process

 1. Call

Reservations for Mobility services can be scheduled by contacting the MARTA Mobility Call Center, (404)-848-5826, from 8:30am to 5:00pm, seven days a week.

 2. Schedule

Customers can schedule reservations up to seven days in advance.

 3. Provide Information

Customers need to provide to following information to schedule a reservation:

- Name or customer ID number
- Exact address of trip origin and destination
- The type of mobility aid used and if lift is required.
- Use of service animal, if applicable.
- Pick-up or drop-off time – customers must prioritize either pick-up or drop-off time when making reservations to determine the “Ready Time” and 30-minute “Ready Window.”

5.4 Mobility Performance Standards

MARTA uses the following performance standards to evaluate and ensure the quality of MARTA Mobility service. The performance measures listed below are calculated monthly and displayed as Key Performance Indicators (KPIs) on MARTA's website: www.itsmarta.com/kpihome.aspx



On-Time Performance

Target: 90%
Definition: Percentage of Mobility customer pick-ups made within 30 minutes from the scheduled pick-up times.



Customer Complaints per 1,000 Unlinked Trips

Target: no more than 4.0 complaints
Definition: Customer complaints about Mobility service (for example: on-time performance, operator courtesy, etc.) per 1,000 MARTA Mobility boardings.



Collision Rate

Target: no more than 2.5 collisions
Definition: Collisions involving Mobility vehicles not to exceed 2.5 collisions per 100,000 miles.



Mean Distance Between Failures

Target: Mobility MDBF is 15,000 Miles
Definition: Measures the mean distance (actual vehicle miles) between mechanical failures reportable to National Transit Database.

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Reservation Call Abandonment Rate

Target: no more than 5.5%
Definition: Measures the percentage of customers who terminate a call while waiting in queue to make a MARTA Mobility reservation.



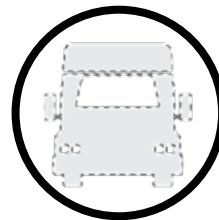
Adherence to 0% Trip Denial Requirement

Target: 0%
Definition: Eligible MARTA Mobility passengers will not be denied service for trips that meet eligibility requirements.



Reservation Call Average Wait Time

Target: no more than 120 seconds (2 minutes)
Definition: Measures the average time a customer waits in queue while making a Mobility reservation.



Missed Trips

Target: not to exceed 0.5% of total trips
Definition: A trip in which a vehicle arrives outside the 30-minute window (early or late) and the passenger does not ride.

6. Other Service Considerations

6.1 Emergency Events

6.2 Large Scale or Special Events

6.3 Contracted Services



Safety is MARTA's top priority. For this reason, circumstances beyond MARTA's control at times prevent service from operating as advertised. This includes major emergencies, large scale events, and other special events. This chapter describes the unique ways MARTA may adapt in these instances. This includes contracting private-sector transportation as appropriate.

6.1 Emergency Events

In the event of civil unrest, terrorist attack, cyber attack, health emergency, or extreme weather that may pose a risk to staff or customers, or as otherwise necessitated by fuel, labor, or other shortage, MARTA may be required to implement service changes, reductions, or suspension.

MARTA will respond appropriately as conditions allow but customers may experience the following necessary service changes:

- service reductions
- service cancellations
- other changes as needed

Notification of Service Changes

In the event of severe weather conditions, MARTA will notify customers of service changes in coordination with media outlets and by posting updates at itsmarta.com, on MARTA's Facebook page, and [@MARTAService](https://twitter.com/MARTAService) on Twitter.

6.2 Large Scale or Special Events and Detours

Large scale or special events may require special service considerations on the part of MARTA staff to accommodate additional passengers or re-route service in response to street closures or other impacts to regularly scheduled service.

- **Special Events** – MARTA defines special events as major conventions, national celebrations, sports championships, demonstrations, ethnic celebrations, religious convocations, foot and motorized races, or any event that would or have a significant impact, through the system or at a given station(s).
- **Large Scale Events** – MARTA defines large scale events as any event that requires an Authority-Wide Operations and Staffing Plan.

Special Events



DragonCon Parade – itsmarta.com

MARTA is proud to connect customers with the many events that make Atlanta a vibrant, exciting place to live:

- Major sporting/concert events
- DragonCon
- Atlanta Streets Alive
- Peachtree Road Race
- Atlanta Pride Festival
- Peach Drop

Possible Service Changes

When large scale or special events occur, MARTA responds with appropriate service changes that may include the following:

- **Re-routing** – When street closures are planned, MARTA may re-route service on adjacent or nearby streets to provide access for customers impacted by the closure.
- **Bus Bridge** – Bus service connects between rail stations when that portion of the rail line is not operating. Ex: TR-IV rail replacement.
- **Shuttle service** – Shuttle service may be used to supplement Heavy Rail, Streetcar, or to provide access to destinations off of the rail network. Ex: Shuttle to mass-vaccination site near the airport.
- **Plug service** – Extra service along an existing route is used to alleviate anticipated overcrowding or increased demand.

Bus Detours and Notifications

Bus detours result from circumstances that prevent a bus from operating on its regular route. Examples of circumstances which may cause a detour include street or bridge repairs, fires, traffic accidents, weather conditions, closures for parades or events, utility work or other construction projects. The duration of a detour may range from a few minutes to years depending on the size and scope of the disruption.

Anytime a service is detoured, passengers should assume it to be temporary and that MARTA will make best efforts to resume service along the regular routing when the disruption is resolved.

MARTA will notify the public of both implementation of detours and resumption of regular service through its regular communication channels with as much advanced notice and in as much detail as time allows.

To make a detour routing permanent, the regular service change process outlined in Section 2 is to be followed. For example, if the routing of a detour proposed to be made permanent is a substantial geographical alteration (as defined on Page 7 of this document), a public hearing would be required. If not, no hearing would be required, but sufficient notice should be given.

Notifications are provided online and through MARTA's On-the-Go app.

Follow MARTA for Service Notifications

Severe weather and special event notifications are provided on itsmarta.com and social media accounts along with service alerts, parking updates and elevator notifications.



Evaluation of Event Coordination

As directed by MARTA's Large Scale or Special Events Policy, an area that participated in the event will submit a post-event report to the Assistant General Manager of Operations who will provide a summary report to MARTA's General Manager.

6.3 Contracted Services

In the interest of leveraging its resources, MARTA will seek to provide contracted services where beneficial. This interest will apply to alternative and innovative forms of transit, such as demand-response operations, as well as to more traditional fixed-route transit.

Certain parameters will be applied when making decisions to pursue contracted services:

- Consistent with MARTA Act Section 24A Transportation Services Contract, all costs, both direct and indirect, shall be borne by one or more of the following:
 - a) fares
 - b) other revenues generated
 - c) subsidies
- Proposed service will directly benefit patrons residing in MARTA's legislated service district, currently the counties of Fulton, DeKalb and Clayton and the City of Atlanta. Such benefit will be designated as increasing mobility and access to employment or social opportunities throughout the metro Atlanta region.
- Any reciprocal transfer agreement that results will take into consideration increased operational costs stemming from linkages to the MARTA system.
- All of the Civil Rights requirements in the Annual FTA Master Agreement signed by the Authority will be applicable. All contractors will be required to assist MARTA in ensuring that compliance with all prevailing Civil Rights requirements are met on an on-going basis.

MARTA Mobility

Expect for Reservations, a portion of Eligibility, and oversight personnel, the entire Mobility operations (operations, maintenance, scheduling, and dispatch) is provided through contracted services.



7. Summary



MARTA's Board-adopted Service Standards support its mission of providing safe, multimodal transit to achieve a more prosperous, connected and equitable future for the Atlanta region. To meet the needs of a growing population, MARTA's Service Standards guide the evaluation of transit service, ensuring that MARTA customers are provided with service that is **equitable, accountable and transparent**, both today and in the future.

MARTA's Service Standards guide the evaluation of transit service, ensuring that MARTA customers are provided with service that is equitable, accountable and transparent, both today and in the future.

In order to provide transit service that meets both ridership and equity goals, MARTA's Service Standards offer guidance that targets clear goals for quality and productivity of transit service. Guided by state and federal legislation, MARTA's



Service Standards provide a set of evaluation tools for MARTA staff to assess the performance of transit service and determine how to allocate resources efficiently.

In addition, the Standards describe MARTA's process for planning and implementing service changes and new service. This process identifies how MARTA engages community members and how customers can inform service changes to ensure that proposed changes are responsive to the feedback and opinions of MARTA riders and community members.

MARTA's Service Standards are designed to ensure that its service planning processes are transparent and accountable to riders and community members. MARTA's Service Standards reflect a continuous process to respond to community input and provide effective transit service so that as the region grows, MARTA will continue to provide safe, reliable, and efficient service.

Customers can provide input regarding service changes any time at itsmarta.com or by contacting the MARTA comment line at (404) 848-5299.

Appendix A. Glossary

A

Accessibility – the extent to which facilities are barrier free and usable by persons with disabilities, including those who use wheelchairs.

C

Community Circulator Bus – a tier of bus service with routes that provide local circulation and connections to the regional rail and bus transit network at major stations and hubs.

Comprehensive Operations Analysis (COA) – an analysis of existing transportation services and recommended service changes based on analysis of existing ridership, service performance, and market conditions supported by public outreach.

F

Fixed Route – routes that follows the same alignment and schedule. It is different from such modes of transportation as taxicabs or demand-responsive transportation, where each trip may vary in its origin, destination, or schedule.

Frequency – a standard for transit service that measures how many vehicles stop within a period of time.

Frequent Local Bus – a tier of bus service that operates with consistent, high-frequency service throughout the peak and midday periods.

H

Headway – the amount of time between vehicles on a given route in the same direction.

Heavy Rail – consists of four routes using fully separated right-of-way, providing access to MARTA's 38 rail stations, throughout the service day.

K

Key Performance Indicators (KPIs) – metrics MARTA uses for transit service, customer service, facilities, safety, and finance, publicly displayed on its information dashboard: itsmarta.com/kpihome.aspx.

L

Load Factor – the ratio of the number of passengers onboard compared to the number of seats, used to measure service capacity on vehicles

Limited Express Bus – a tier of bus service that operates all day from major transit stations or park-and-ride facilities, with limited stops, and may operate on limited-access highways.

M

MARTA Mobility – MARTA's complementary paratransit service, providing origin-to-destination shuttle service for eligible customers.

P

Peak Hours – weekday periods when MARTA provides additional service to meet increased demand (from 6am to 9am in the morning, and from 3pm to 7pm in the afternoon).

Peak Only Bus – a tier of bus service that provides rapid transit service that operates only during peak periods.

Plug Service – extra service used to alleviate anticipated overcrowding or increased demand, especially for large scale or special events.

Productivity – for bus service, a measurement of bus route efficiency that takes into account a route's costs and its revenues.

S

Segments – sections of routes delineated from others on the basis of collection or delivery points, or the section(s) between these points.

Service Tier – MARTA's categories of transit service with distinct Service Standards that include MARTA Mobility, Supporting Local Bus, Frequent Local Bus, Peak Only, Limited Express, Streetcar, and Heavy Rail.

Stop Spacing – the distance between consecutive transit stops.

Streetcar – a tier of on-street rail service that provides frequent service on the downtown loop route.

Supporting Local Bus – a tier of bus service providing access to residential and commercial areas with levels of transit of demand that warrant regular fixed-route service but cannot support frequent service levels.

T

Title VI – Title VI of the 1964 Civil Rights Act prohibits discriminatory action on the grounds of race, color or national origin. Title VI established protections for minority and low-income populations relating to programs that receive federal financial assistance.

Transfer – a rider's change from one transit route to another.

Travel Time – the duration of transit trip from the point of origin to the final destination, including walking time at transfer points and trip ends.



Appendix B. Summary of Changes to FY 2024 Service Standards

The most recent updates including FY 2024 changes encompasses an even more concise delivery, as it is more inclusive to changes in service and how performance is measured.

Changes to the MARTA FY 2024 Service Standards as compared to the MARTA FY 2023 Service Standards are as follows:

- Section 4. Added icons for Bus Rapid Transit (BRT) and Arterial Rapid Transit (ART) to Service Table
- Section 4.2 - Changed illustration to show “Heavy Rail” 12 minute peak service and 15 minute off peak.

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Appendix C. Bus Productivity Standard Calculation Example

Chapter 3 of the FY 2020 Service Standards describes how MARTA evaluates service within the service change process. This appendix provides further detail about the calculation involved in the Bus Productivity Standard (Section 3.5). The Bus Productivity Standard uses three factors to evaluate bus route efficiency by taking into account a route’s costs and its revenues:

- passengers per in-service hour
- total cost per passenger
- average load (occupancy rate)

Using the three factors above, MARTA calculates the following to compare route efficiencies with one another:

1. a **normalized value** takes into account the maximum and minimum values of other bus routes in the same service tier. Factors are normalized on a scale of 0 to 1.0, where 1.0 is the highest possible score. Normalizing values allows MARTA to combine the three separate factors (pax per hour, total cost per pax, average load) into a single, composite score.
2. a route **composite score** combines the normalized values for each of the three factors (passengers per in-service hour, cost per passenger, and average load), creating a single, combined metric from three separate values for each route.
3. an **indexed value** compares a route’s composite score with the tier average composite. By comparing the route’s composite score with the tier average, this value provides MARTA with a single number it can use to compare different bus routes within the same tier. Routes that score greater than 1.0 perform above the tier average. Routes that score below 1.0 perform below the tier average.

Example Calculation

Normalized values are calculated for each of the three factors used in the Bus Productivity Calculation (passengers per in-service hour, total cost per passenger, average load).

$$\textcircled{1} \text{ Normalized Value} = \frac{\text{route value} - \text{tier minimum}}{\text{tier maximum} - \text{tier minimum}}$$

$$\text{Normalized Value}_{\text{(passengers per in-service hour)}} = \frac{100 \text{ (route pax per hour)} - 20 \text{ (tier minimum pax per hour)}}{200 \text{ (tier maximum pax per hour)} - 20 \text{ (tier min. pax per hour)}} = \frac{80}{180} = 0.43$$

Normalized values are calculated for each of the three factors (passengers per in-service hour, costs per passenger, and average load). A normalized value for costs per passenger calculates the value using 1-cost per passenger where higher scoring values are more productive, as with the other two variables: passengers per in-service hour and average load.

$\textcircled{2}$ **Composite Score** – normalized values for each route are averaged to calculate a composite score for each route (* indicates calculation not shown).

$$\text{Route Composite Score} = \frac{\text{Normalized Value}_{\text{pax per hour}} + \text{Normalized Value}_{\text{(1-total cost per pax)}} + \text{Normalized Value}_{\text{average load}}}{3}$$

$$\text{Route Composite Score} = \frac{0.43 \text{ (pax per hr)} + 0.46^* \text{ (1-cost per pax)} + 0.30^* \text{ (avg. load)}}{3} = \frac{1.19}{3} = 0.40$$

$\textcircled{3}$ **Indexed value** = $\frac{\text{Route Composite Score}}{\text{Tier Composite Score Average}}$

$$\text{Indexed value} = \frac{0.40}{0.36^*} = \textcircled{1.1}$$

An indexed value greater than 1.0 indicates that the route performs higher than average in bus productivity. Creating indexed values for each route allows MARTA to rank and compare routes using a single metric for bus productivity. The higher the indexed value, the better the ranking.

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BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

MEETING OF THE BOARD OF DIRECTORS

THURSDAY, OCTOBER 12, 2023

ATLANTA, GEORGIA

MEETING MINUTES

CALL TO ORDER AND ROLL CALL

Chair Thomas Worthy called the meeting to order at 1:30 P.M.

Board Members

Present:

Stacy Blakley
William Floyd
Roderick Frierson
Freda Hardage
Al Pond
Kathryn Powers
Thomas Worthy
Sagirah Jones

Board Members

Absent:

Jim Durrett
Russell McMurry
Rita Scott
Valencia Williamson
Jennifer Ide
Jacob Tzegaegbe
Jannine Miller

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Gena Major
Kevin Hurley
Rhonda Allen
George Wright
Carrie Rocha

Also in Attendance: Justice Leah Ward Sears
Jonathan Hunt
Paula Nash
Jacqueline Holland
Tyrene Huff
Kenya Hammond
Phyllis Bryant

PUBLIC COMMENTS (SUBMITTALS VIA TELEPHONE, U.S. MAIL AND IN PERSON)

Lakeisha Holder [via email]
Rose Finch [via email]
Stephanie Blades [via email]
Daniel Billings, Jr. [via email]
Charles Clear [in person]

1. APPROVAL OF THE MINUTES

Approval of the September 14, 2023, Board of Directors Meeting Minutes

On a motion by Board Member Blakley, seconded by Board Member Hardage, the motion passed by a vote of 8 to 0 with 8 members present.

2. BUSINESS MANAGEMENT COMMITTEE REPORT

Committee Member Freda Hardage reported that the Committee met on September 28, 2023, and approved the following resolutions:

Committee Chair Report Business Management

Approval of the Business Management Committee Resolutions 2a, 2b & 2c. On a motion by Board Member Hardage, seconded by Board Member Hardage, the resolutions passed by a vote of 8 to 0 with 8 members present.

3. PLANNING & CAPITAL PROGRAMS COMMITTEE REPORT

Committee Chair Stacy Blakley reported that the Committee met on September 28, 2023, and approved the following resolutions:

Committee Chair Report Planning & Capital Programs

Committee Chair Blakley requested we separate the vote for Resolution 3b - Resolution Authorizing a Modification in Contractual Authorization for Professional Services for Payment and Booking System for Art in Transit Vendors, LOA L44267, due to a scrivener's error. On a motion by Committee Char Blakley, seconded by Board Member Pond, the motion passed by a vote of 8 to 0 with 8 members present.

Approval of the Planning & Capital Programs Committee Resolutions 3a, 3c, 3d & 3e. On a motion by Board Member Blakley, seconded by Board Member Pond, the resolutions passed by a vote of 8 to 0 with 8 members present.

Approval of Board agenda item 3b - Resolution Authorizing a Modification in Contractual Authorization for Professional Services for Payment and Booking System for Art in Transit Vendors, LOA L44267. On a motion by Committee Chair Blakley, seconded by Board Chair Worthy, the resolution passed by a vote of 8 to 0 with 8 members present.

4. OPERATIONS & SAFETY COMMITTEE REPORT

Committee Chair Al Pond reported that the Committee met on September 28, 2023, and approved the following resolutions:

Committee Chair Report Operations & Safety

Approval of the Operations & Safety Committee Resolutions 4a, 4b & 4c. On a motion by Board Member Pond, seconded by Board Member Hardage, the resolutions passed by a vote of 8 to 0 with 8 members present.

5. OTHER MATTERS

None

6. COMMENTS FROM THE BOARD

Board Member Frierson highlighted the valuable insights gained from attending the 2023 APTA TRANSform meetings in Orlando, FL. Attendees, including several Board members, were able to broaden their knowledge and engage with like-minded professionals in the public transportation industry.

7. ADJOURNMENT

The Board meeting adjourned at 1:45 P.M.

Respectfully submitted,



Tyrene L. Huff
Assistant Secretary to the Board

YouTube link: <https://youtube.com/live/UUQE116hVm0?feature=share>

RESOLUTION AUTHORIZING THE APPROVAL OF FISCAL YEAR 2024 BUS, RAIL AND MOBILITY SERVICE STANDARDS

WHEREAS, the MARTA Act requires the Board to approve the Agency's Service Standards Report updates annually; and

WHEREAS, there were no significant changes to the 2023 Bus, Rail, and Mobility Service Standards Report;

WHEREAS, the MARTA Board of Directors has determined that in order to carry out the Agency's policies and purposes for which the said Authority has been created under the Metropolitan Atlanta Rapid Transit Authority Act of 1965, it is appropriate and desirable to review and update service standards as outlined in the resolution.

RESOLVED THEREFORE, by the MARTA Board of Directors that FY 2024 Service Standards, as updated are hereby approved.

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
A0EF047927B94DA...

**Counsel, Metropolitan Atlanta Rapid
Transit Authority**

EXHIBIT 9
TITLE VI SERVICE
MONITORING & ANALYSIS

TITLE VI SERVICE MONITORING ANALYSIS

2025 – 2028 Title VI Plan



Metropolitan Atlanta Rapid Transit Authority

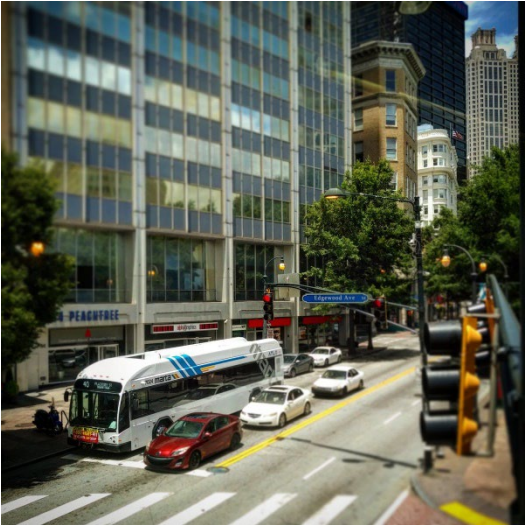
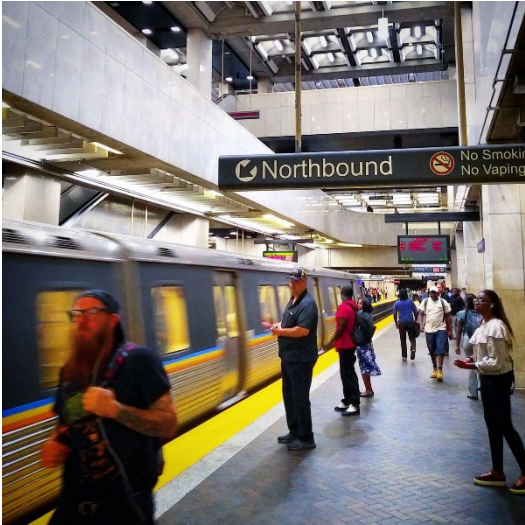


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Executive Summary

1. Overview

MARTA is responsible for providing transit services and access to its facilities without regard to race, color, or national origin as required by Title VI of the Civil Rights Act of 1964. Likewise, MARTA is responsible for providing these services and access without regard to income under Executive Order 12898, signed into law by President Bill Clinton in 1994. Accordingly, MARTA's goal is to ensure equity in how its services are provided to all individuals regardless of race or income level.

MARTA follows regulatory guidance provided in FTA Circular 4702.1B – Title VI Requirements and Guidelines for Federal Transit Administration Recipients. Chapter IV, Requirements and Guidelines for Fixed-Route Transit Providers provides specific service monitoring requirements in Section 6 – Requirement to Monitor Transit Service.

As required by Section 6, MARTA sets quantitative service standards and policies on an annual basis. These Board-adopted service standards guide MARTA's planning and operational decisions, protecting against discriminatory practices. At least every three years, these standards and policies should be analyzed and monitored to ensure that service quality is equitable when comparing minority and non-minority routes, as well as low-income and non-low-income routes.

Accordingly, monitoring of the following standards is addressed in this report:

- Vehicle load factors (vehicle load)
- Vehicle headways
- On-time performance
- Transit access (service availability)

In addition, two service policies are addressed in this report:

- Transit amenities
- Vehicle distribution

MARTA conducted analysis on the four standards to identify any violations of the standards. Additional information is provided for the service policies, including a demographic analysis of MARTA's transit amenities. These analyses were completed using demographic data from the U.S. Census American Community Survey in combination with MARTA system data derived from geographic information systems (GIS) databases, and data collected by the automated fare collection (AFC), automated passenger counting (APC) and vehicle location (AVL) systems.

2. Results

Results of the analysis are summarized below.

Standard	
Load Factors (Vehicle Load)	No violations of the load factor standard were observed for any minority or low-income routes or rail lines.
Headways	No violations of the headway standard were found for any minority or low-income routes or rail lines. No low-income or minority route exceeded the 60-minute headway standard.
On-Time Performance	All four bus route groups – minority, non-minority, low-income, and non-low-income – met the on-time performance standard. Minority and low-income route groups performed slightly better than non-minority and non-low-income route groups. Minority rail lines performed better than non-minority lines, and all rail lines were low-income.
Transit Access (Service Availability)	Minority and low-income residents within MARTA’s transit access area (within 1/4-mile of bus routes and 1/2-mile of rail stations) are slightly over-represented compared to the entire 3-county MARTA service area population.

Information about the two included service policies is summarized below.

Policy	
Transit Amenities	<p>All buses offer identical amenities across the bus fleet. Trains offer identical amenities across the rail fleet, and rail stations offer identical amenities across the entire rail system.</p> <p>Bus stop amenities are located based on ridership, service, equity, and land use factors, and are more commonly located in minority and low-income areas. MARTA is working aggressively to increase the number of bus stop amenities and has relaxed its criteria to allow more flexibility in minority and low-income placement.</p>

Vehicle
Assignment

Buses of various types are assigned at the divisional level (by garage), considering fuel type, availability, peak vehicle requirement, and maintenance capabilities. All rail vehicles are the same type.

Data & Definitions

Geographic information systems (GIS) and statistical analyses were conducted using a combination of MARTA's in-house system data and demographic data from the US Census. Block group level datasets were obtained from the American Community Survey (ACS) 5-year estimates, 2018-2022 edition. Census data sources included:

- Table B03002 – Hispanic or Latino Origin by Race
- Table C17002 – Ratio of Income to Poverty Level in the Past 12 Months

In addition, MARTA's rail lines, bus routes, stations, and stops were represented by system data from MARTA's GIS and bus stop databases. Loads, on-time performance, and other data were obtained by MARTA's data collection and monitoring systems, including automatic passenger counters (APC), automated fare collection (AFC) and automatic vehicle location (AVL) systems. All data represented service operated in the April 2024 mark-up period (April 20 – August 23, 2024).

3. Defining Minorities and Minority Routes

MARTA used FTA's definitions for minority populations. Minorities are individuals who self-identify as African American or Black, American Indian/Alaskan Native, Asian, Hispanic, or Latino, or Native Hawaiian/Pacific Islander as reported in Table B03002.

Minority areas were identified through a GIS analysis, and consist of block groups where the percentage of minority residents exceeded the percentage of minority residents in MARTA's overall service area (68.52%).

Minority routes were identified using the methodology provided in Circular 4702.1B. A one-quarter mile buffer was calculated for each bus route, and a one-half mile buffer was calculated around each station on each rail line. If more than one-third of the area served by a bus route or one-third of the area served by stations on a rail line was in minority areas, the bus route or rail line was designated a minority route.

For the time period analyzed, MARTA operated 113 fixed bus routes. Based on MARTA's analysis, the system had 83 minority bus routes and 30 non-minority bus routes, and all four rail lines, the EW (Blue and Green) and the NS (Red and Gold), were minority routes.

4. Defining Low-Income

MARTA used FTA's guidance to define low-income populations. For this analysis, low-income individuals are those who self-identify as having a median family income at or below 150% of the U.S. Census Bureau's poverty threshold as reported in Table C17002. The U.S. Census Bureau's poverty threshold was used because it defines and quantifies poverty in more detail than the Department of Health & Human Services (HHS) poverty guideline and considers the number and age of members in each family unit.

Low-income areas were identified through a GIS analysis, and consisted of block groups where the percentage of low-income residents exceeded the percentage of low-income residents in MARTA's overall service area (20.92%).

Low-income routes were identified using the methodology provided in Circular 4702.1B. A one-quarter mile buffer was calculated for each bus route, and a one-half mile buffer was calculated around each station on each rail line. If more than one-third of the area served by a bus route or one-third of the area served by stations on a rail line was in low-income areas, the bus route or rail line was designated a low-income route.

For the time period analyzed, MARTA operated 113 fixed bus routes. Based on MARTA's analysis, the system had 78 low-income bus routes and 35 non-low-income bus routes. All four rail lines are low-income routes.

As all rail lines are low-income routes, it is not possible to compare low-income and non-low-income routes for the rail mode.

Technical Analysis

5. Load Factors (Vehicle Load)

Standards for vehicle load factors, which express the percentage of passengers on transit vehicles compared to the number of seats, are contained in MARTA’s annually-update Service Standards. A load factor above 100% indicates that not all passengers may be seated.

Bus

For fixed-route buses, the standard load factor is 150%. If a route operates 10 or more miles per trip on limited-access highways, this standard is reduced to 100%. These standards apply at all hours of service. This standard does not take into consideration seats that are displaced by wheelchairs, strollers, or other large items.

MARTA’s bus fleet consists of four different types and lengths of buses, which are each assigned to specific routes. Seated capacity varies by type/length of bus as follows:

Table 1: Bus Seating Capacities and Load Factors by Type/Length

Bus Type/Length	Seats	Max Load Factor
60-foot	54	80
40-foot	37	54
35-foot	30	45
30-foot	25	36

As an example, applying the load factor to a route utilizing a 40-foot bus that does not operate on limited-access highways, the maximum acceptable load would be 57 passengers, with 37 seated. If the route operates 10 or more miles on limited-access highways, the maximum acceptable load would be 37 passengers.

Data from MARTA’s automatic passenger counter (APC) system were used to analyze bus load factors, using a dataset representing service for the April 2024 mark-up period. Max loads were identified for every trip operated by every bus route and correlated to the vehicle type assigned to each route in order to identify any overloaded trips.

Heavy Rail

For heavy rail, the maximum load factor during all hours of service is 150%. Seated capacity for a single MARTA heavy rail car is 64. An exception is made for the one-station segment between Peachtree Center and Five Points Station, where the maximum load factor is 170%. MARTA operates six-car trains on the Red, Gold, and Blue lines, and two-car trains on the Green Line.

Table 2: Heavy Rail Seating Capacities and Load Factors by Type/Length

Train Length	Seats	Max Load Factor
6 cars	384	576
2 cars	128	192

Automatic fare collection (AFC) data was used to model maximum rail consist passenger loads at eight-minute intervals, which roughly approximates the time difference between when trains arrive for different groups of passengers and serves to estimate loads for a given trip. Headways at trunk stations (served by two or more lines) are approximately six minutes during peak periods, and MARTA often runs extra trains to serve large crowds after special events.

The observed passenger loads were scaled up 40 percent to account for fare evasion and mobile fare ticketing system use. The number of estimated loads over 576 was divided by the estimated number of total rail trips for April-August 2024 markup period, which were taken from MARTA’s Occurrence Reporting Information System.

Results

We observed bus loads over the maximum load factor for the vehicle on 0.12% of trips on minority routes and 0.13% of trips on low-income routes. Load violations were comparably rarer on non-minority routes (0.03%) and non-low-income routes (0.02%).

There were 53 observed instances of train loads over the maximum load factor of 576 during the April 2024 markup. This equated to 0.1% of the estimated number of total rail trips.

Table 3: Observed Trips with Overloads

Mode	Trips on Minority Routes	Trips on Non-Minority Routes	Trips on Low-Income Routes	Trips on Non-Low-Income Routes
Bus	0.12% 0.12	0.03%	0.13%	0.02%
Rail	0.1%	N/A	0.1%	N/A

6. Headways

Standards for headways, the time interval between vehicles traveling in the same direction along a bus route or rail line, are contained in MARTA’s annually updated Service Standards. Factors considered when establishing or adjusting headways include load factors, bus or rail car availability, passenger demand, on-time performance, route length and running time, and ridership.

Bus

For fixed-route buses, MARTA headway standards depend on the type of service with a maximum headway of 60 minutes for peak and off-peak service.

A route reference document from MARTA’s Scheduling department last updated during the August 2024 mark-up was analyzed to identify any violations of the headway standard. Heavy Rail

For heavy rail, MARTA standards for weekday headways on all lines will be less than or equal to 12 minutes during peak times and 20 minutes during off-peak times. Weekend and holiday headways on all lines will be a maximum of 20 minutes.

Data for MARTA’s rail schedules from August 2024 mark-up mark up were analyzed to identify any violations of the headway standard.

Results

No violations of the headway standards were found on minority bus routes. The only violation of the headway standard was on Route 148 - Mount Vernon Highway, a non-minority/non-low-income route, which goes to 70-minute headways during PM peak service. Actions to reduce this headway would require additional resources (an additional bus) and due to underutilization of current services, an increase of service frequency would not be warranted. No corrective actions are merited at this time.

There were no violations of the peak headway standard on any rail line.

Table 4: Bus Routes and Rail Lines Meeting Peak Headway Standards

Mode	Minority Routes	Non-Minority Routes	Low-Income Routes	Non-Low-Income Routes
Bus	100%	96.7%	100%	96.7%
Rail	100%	NA	100%	NA

There were no violations of the off-peak or weekend/holiday headway standards on any bus route or rail line.

Table 5: Bus Routes and Rail Lines Meeting Off-Peak and Weekend/Holiday Headway Standards

Mode	Minority Routes	Non-Minority Routes	Low-Income Routes	Non-Low-Income Routes
Bus	100%	100%	100%	100%
Rail	100%	100%	100%	100%

7. On-Time Performance

Standards for on-time performance, the minimum expectation of schedule service considered to be “on-time,” are contained in MARTA’s annually updated Service Standards. On-time performance reflects both the predictability and reliability of service.

Bus

For fixed-route buses, on-time performance refers to buses departing published time points “on time.” To be “on time,” a bus must be no more than five minutes late and zero minutes early. This definition is applied through MARTA’s Schedule Adherence Standard, which determines how often buses serve published time points on each route on-time. For a route to comply with the standard, 78.5% of all departures from time points on the route must be on-time.

Data from MARTA’s automatic vehicle location (AVL) system were used to analyze bus on-time performance, using a dataset representing weekday service from the April 2024 mark-up. By looking at the percentage of on-time, late, and early trips, it was determined if each route met the Schedule Adherence Standard. On-time performance results for minority and low-income routes were aggregated and compared to non-minority and non-low-income routes.

Heavy Rail

For heavy rail, on-time performance is measured from scheduled departure to arrivals at terminal points. To be “on time,” a train must depart from and arrive at its terminal stations within 5 minutes of the scheduled times.

Data from MARTA’s Occurrence Reporting Information System (ORIS), which tracks heavy rail on-time performance, were used to assess on-time performance for the months of the April 2024 mark-up. ORIS reports on-time performance by line group based on lines that share long trunk segments (North/South service operated by the Red and Gold Lines, and East/West service operated by the Blue and Green Lines) rather than distinguishing by individual color-coded lines.

Results

41.0% of minority bus routes met the Schedule Adherence Standard, 1% more than non-minority bus routes. Similarly, 41.0% of low-income bus routes met the schedule adherence standard, 1% more than non-low-income bus routes.

Rail on-time performance does not have a schedule adherence standard. However, all lines operated with a high level of on-time performance, with the East/West line operating at 97.5% and North/South at 93.8%. Both the North/South and East/West station groups are low-income and minority collectively.

Table 6: Bus and Rail Routes Meeting On-Time Performance Standards

Mode	Minority Routes	Non-Minority Routes	Low-Income Routes	Non-Low-Income Routes
Bus	41.0%	40.0%	41.0%	40.0%
Rail	100%	N/A	100%	N/A

8. Transit Access (Service Availability)

Standards for transit access, a measure of how accessible MARTA’s service is nearby populations, are contained in MARTA’s annually updated Service Standards. Transit access indicates the distribution of routes within MARTA’s service area.

Bus

For fixed-route buses, the transit access standard is one quarter-mile pedestrian or wheelchair travel distance. Exceptions may be considered for the following factors:

- Geographical barriers and street network restrictions
- Service alignments that are designed to service areas of higher demand, or higher densities

- Outlying areas on the edge of MARTA’s service coverage may have up to one-half mile pedestrian or wheelchair travel distance

Data from MARTA’s geographic information systems (GIS) databases and the US Census were used to analyze transit access. MARTA staff used American Community Survey (ACS) data 5-year estimates (2018-2022) for demographic inputs. Through a GIS analysis, a one-quarter mile buffer was calculated around MARTA bus stops, and minority and low-income populations were calculated as a percentage of the total population within this buffer. Results for minority/non-minority and low-income/non-low-income route groups were then compared to identify any disparate impacts or disproportionate burdens.

Heavy Rail

For heavy rail, the transit access standard is one half-mile pedestrian or wheelchair travel distance from heavy rail stations.

Data from MARTA’s geographic information systems (GIS) databases and the US Census were used to analyze transit access. MARTA staff used American Community Survey (ACS) data 5-year estimates (2018-2022) for demographic inputs. Through a GIS analysis, a one-half mile buffer was calculated around MARTA heavy rail stations, and minority and low-income populations were calculated as a percentage of the total population within this buffer. Results for minority/non-minority and low-income/non-low-income route groups were then compared to identify any disparate impacts or disproportionate burdens.

Results

The analysis was conducted using a combined bus and rail transit access area. Because MARTA’s system is designed to integrate bus and rail service, allowing free transfers between both modes and highly integrated route designs, staff felt this more accurately reflected passenger usage of the system.

The analysis found that 70.9% of the population within MARTA’s transit access standard area is composed of minority residents. This is close to, though slightly under, the overall percentage of minorities across MARTA’s entire 3-county service area (67%). 25.6% of the population within MARTA’s transit access standard area is composed of low-income residents, slightly higher than the overall percentage of low-income residents across the entire 3-county service area (28%).

Table 7: Transit Access (Service Availability)

Mode	Minority	Non-Minority	Low-Income	Non-Low-Income
Rail and Bus	70.9%	29.1%	25.6%	74.4%

9. Transit Amenities

Bus

All MARTA buses are low-floor, and equipped with the following amenities:

- Bike racks capable of holding two bikes
- Automated announcement systems that provide audio and visual announcements identifying routes, stops, and intersections
- Fare boxes for paying fares and processing cash or Breeze card transactions
- Wi-fi that allows riders to browse the web, send e-mails, and connect to social media sites

At minimum, all MARTA bus stops are marked with a MARTA bus stop sign, as well as contact information for customer service and bus schedule information. Bus stop locations that meet specific criteria may be prioritized for installation of amenities such as benches or shelters.

Riders can provide input for shelter placement by contacting Customer Service. MARTA reviews shelter placement to ensure equitable distribution throughout the service area. In addition to equity, MARTA prioritizes shelter placement by considering the following factors for urban, suburban, and rural areas:

- Ridership
 - Span of Service
 - Trip frequency
 - Title VI compliance
 - Local land use

In addition to meeting the prioritization criteria identified above, proposed amenity locations must meet the following conditions determined by site evaluation:

- Be able to accommodate a concrete pad.

- Be ADA-compliant and wheelchair accessible.
- Not be next to a guardrail, barrier, or fire hydrant.
- Not block vehicular traffic.
- Comply with all other requirements determined by the local jurisdiction, including local ordinances and design guidelines.

Known exceptions to these guidelines exist in several cities within MARTA's service area, where bus stop amenities have been installed at locations chosen by local governments, Community Improvement Districts (CIDs), and other third parties as desired without consideration of MARTA's criteria. Known third parties include (but are not limited to) the Cities of Alpharetta, Hapeville, Roswell, and Sandy Springs, along with the Tucker Civic Association. Other third parties, such as developers, business owners, and neighborhood associations may also install bus stop amenities. MARTA has a process to engage these third parties whenever possible to stay aware of their bus shelter projects and ensure that safety and accessibility factors (particularly ADA compliance) are addressed by the third party.

Data from MARTA's geographic information systems (GIS) databases and the US Census were used to analyze transit amenities. MARTA staff used American Community Survey (ACS) data 5-year estimates (2015 – 2021) for demographic inputs. Through a GIS analysis, bus stops with amenities (shelters or benches) in minority and low-income areas were calculated as a percentage of the total number of stops with amenities (shelters and benches). Results for minority/non-minority and low-income/non-low-income stops were then compared.

Heavy Rail

In addition to Breeze Card vending machines, emergency phones, seating areas with benches and trash receptacles, all rail stations are equipped with the following amenities:

- Train Arrival Information – Electronic displays providing estimated train arrival times
- System Map and Passenger Information – Along with system maps, Heavy Rail stations include bus schedule information for routes serving the station.
 - Level Boarding Platforms – Allowing level access between trains and station platforms
 - ADA-Accessible Platforms – Including elevators and escalators facilitating access for customers using wheelchairs or mobility devices.
 - Wayfinding – Identifying street-level exits and directions to access nearby destinations. All other amenities will be distributed equitably throughout the MARTA service area.

Results

All MARTA buses provide the same set of amenities regardless of bus type/length, what division they are assigned to, or what route they are dispatched to.

Bus stop amenities were found to be more commonly located in minority (80.4%) and low-income (59%) communities than non-minority (19.6%) and non-low-income (41%) areas. MARTA completed in 2024 a project that installed a total of 1,000 bus shelters and benches over a 5-year period, providing opportunities to increase the number of amenities in minority and low-income areas. Table 8 below summarizes the amenities distribution as of completion of that project in June 2024.

Table 8:

Amenity Type	Minority	Non-Minority	Low-Income	Non-Low-Income
Shelter	81.8%	18.2%	59.1%	40.9%
Bench	77.7%	22.3%	58.8%	41.2%
Total	80.4%	19.6%	59%	41%

All MARTA heavy rail cars and heavy rail stations provide the same set of amenities regardless of location.

Vehicle Distribution

MARTA’s Vehicle Distribution policy guides assignment of vehicles to bus routes and rail lines equitably, based on ridership, demand, and route service type.

Bus

Vehicle distribution will be equitable throughout the system at the divisional level (by garage) and during daily vehicle assignment. Factors that must be considered include:

- Fuel type
- Availability by division
- Peak vehicle requirement by division
- Maintenance capability by division

Equipment is assigned to routes based on load factor and capacity requirements. At non-CNG equipped bus garages, diesel buses operate the service. 30 and 35-foot buses are prioritized for assignment to “community circulator” routes, which typically have lower ridership and neighborhood-oriented services.

MARTA has three fixed-route bus garages (Perry, Hamilton, Laredo). As of October 2024, as detailed in MARTA’s Bus Fleet Management Plan, the active bus fleet consisted of 550 fixed-route buses.

Table 9: MARTA Bus Fleet Summary

Bus Type	Count	Model Years
60’ articulated CNG	21	2016, 2021
40’ low-floor CNG	362	2013, 2014, 2015, 2019, 2020, 2021, 2022, 2023
35’ low-floor CNG	8	2013
40’ low-floor diesel	84	2017
35’ low-floor diesel	37	2019
30’ low-floor diesel	32	2018, 2019
40’ low-floor electric	6	2021
Total	550	

MARTA typically retires buses after 12 years or 500,000 miles of service, whichever comes first. However, MARTA’s operations reflect a low peak-to-base bus requirement ratio, which results in a high number of annual miles on each bus, resulting in some buses reaching the half-million-mile mark before 12 years of age. Accordingly, the Authority is currently replacing buses that have reached the end of useful life.

Heavy Rail

All heavy rail vehicles are the same type. The number of cars in train consist may be adjusted based on ridership and demand at peak and off-peak periods for each line, though Green Line trains cannot exceed two cars due to the length of the Bankhead Station platform.

As of June 2024, as reported to the National Transit Database by the Office of Rail Car Maintenance, the rail fleet consisted of 252 rail cars.

Table 10: MARTA Rail Fleet Summary

Rail Car Class	Active Count	Years
CQ310	78	1979-1981
CQ311	114	1984-1988
CQ312	60	2000-2005
Total	252	

In 2008, MARTA completed mid-life overhauls of CQ310 and CQ311-class rail cars, extending their useful lives and updating car interiors.

Appendices - Planning

- Appendix A - Minority and Low-Income Route Designations
- Appendix B – On-Time Performance by Route
- Appendix C – Map of Transit Amenity Distribution
- Appendix D – Map of Transit Access for Minority population
- Appendix E – Map of Transit Access for Low-Income population

Appendix A - Minority and Low-Income Route Designations (April 2024 Mark up)

Route	Name	% Minority Area	Minority Route	% Low Income Area	Low Income Route
1	Marietta Boulevard / Joseph E Lowery Boulevard	49.1%	Y	37.3%	Y
2	Ponce de Leon Avenue / East Lake	1.9%	N	19.2%	N
3	Martin Luther King Jr Drive / Auburn Avenue	83.3%	Y	74.1%	Y
4	Moreland Avenue	49.1%	Y	41.2%	Y
5	Piedmont Road / Sandy Springs	12.9%	N	10.6%	N
6	Clifton Road / Emory	10.1%	N	12.3%	N
8	North Druid Hills Road	25.9%	N	32.5%	N
9	East Atlanta / Tilson Road / Candler Road	66.6%	Y	44.7%	Y
12	Howell Mill Road / Cumberland	1.7%	N	17.3%	N
14	14th Street / Blandtown	12.9%	N	25.1%	N
15	Candler Road / South DeKalb	81.2%	Y	48.1%	Y
19	Clairmont Road	11.9%	N	31.2%	N
21	Memorial Drive	31.2%	N	32.8%	N
24	McAfee / Hosea Williams	71.6%	Y	62.9%	Y
25	Peachtree Industrial Boulevard / Johnson Ferry Road	29.5%	N	32.0%	N
26	Marietta Street / Perry Boulevard	45.3%	Y	52.4%	Y
27	Cheshire Bridge Road / Ansley Mall	5.2%	N	22.8%	N
30	LaVista Road	8.4%	N	17.0%	N
32	Bouldercrest	72.5%	Y	24.5%	N
34	2nd Avenue / Gresham Road / Clifton Springs Road	74.6%	Y	31.7%	N
36	North Decatur Road / Virginia Highland	0.6%	N	16.6%	N
37	Defoors Ferry Road	16.8%	N	18.7%	N
39	Buford Highway	54.6%	Y	64.4%	Y
40	Peachtree Street / Downtown	53.2%	Y	64.4%	Y
42	Pryor Road	95.9%	Y	76.1%	Y
47	I-85 Access Road / Briarwood Road	49.8%	Y	46.0%	Y
49	McDonough Boulevard	73.7%	Y	69.8%	Y
50	Donald Lee Hollowell Parkway	76.4%	Y	70.6%	Y
51	Joseph E Boone Boulevard	83.4%	Y	85.7%	Y
55	Jonesboro Road	99.0%	Y	86.6%	Y
58	West Lake Avenue / Hollywood Road	90.5%	Y	76.7%	Y

60	Hightower Road	70.6%	Y	63.7%	Y
66	Lynhurst Drive / Princeton Lakes	100.0%	Y	45.7%	Y
68	Benjamin E Mays Drive	97.0%	Y	63.3%	Y
71	Cascade Road	98.9%	Y	55.1%	Y
73	Fulton Industrial	98.5%	Y	55.7%	Y
74	Flat Shoals	63.3%	Y	56.1%	Y
75	Lawrenceville Highway	20.4%	N	5.3%	N
78	Cleveland Avenue	80.8%	Y	69.9%	Y
79	Sylvan Hills	80.9%	Y	67.8%	Y
81	Venetian Hills / Delowe Drive	93.1%	Y	87.9%	Y
82	Camp Creek / South Fulton Parkway	96.4%	Y	40.8%	Y
83	Campbellton Road	100.0%	Y	67.8%	Y
84	Washington Road / Camp Creek Marketplace	91.8%	Y	59.0%	Y
85	Roswell / Mansell Road	22.8%	N	27.0%	N
86	Fairington Road	91.0%	Y	57.7%	Y
87	Roswell Road / Morgan Falls	30.6%	N	22.7%	N
89	Old National Highway / Union City	89.7%	Y	47.5%	Y
93	Headland Drive / Main Street	87.2%	Y	71.0%	Y
94	Northside Drive	51.3%	Y	65.6%	Y
95	Metropolitan Parkway	84.0%	Y	87.7%	Y
102	North Avenue / Little Five Points	5.4%	N	30.8%	N
103	Peeler Road / North Shallowford Road	24.8%	N	20.1%	N
104	Winters Chapel Road	72.0%	Y	72.0%	Y
107	Glenwood	60.7%	Y	45.7%	Y
110	Peachtree Road / Buckhead	2.7%	N	16.8%	N
111	Snapfinger Woods	100.0%	Y	56.9%	Y
114	Columbia Drive	62.8%	Y	27.9%	N
115	Covington Highway	96.0%	Y	61.3%	Y
116	Redan Road	100.0%	Y	53.4%	Y
117	Rockbridge Road / Panola Road	83.5%	Y	46.3%	Y
119	Hairston Road / Stone Mountain Village	99.0%	Y	59.7%	Y
120	East Ponce De Leon Avenue	76.3%	Y	59.2%	Y
121	Memorial Drive / North Hairston Road	67.7%	Y	54.3%	Y
123	Church Street / North Dekalb Mall	12.6%	N	12.5%	N
124	Pleasantdale Road	52.3%	Y	51.1%	Y
125	Clarkston / Northlake	48.7%	Y	36.2%	Y
126	Chamblee-Tucker Road	56.3%	Y	51.8%	Y
132	Tilly Mill Road	20.3%	N	20.3%	N
133	Shallowford Road	60.6%	Y	49.3%	Y

140	North Point Parkway	33.5%	Y	14.1%	N
141	Haynes Bridge Road / Milton	33.1%	N	12.8%	N
142	East Holcomb Bridge Road	16.4%	N	17.6%	N
143	Windward Park & Ride	41.8%	Y	12.0%	N
148	Sandy Springs / Riveredge Parkway	0.8%	N	0.3%	N
150	Perimeter Center / Dunwoody Village	27.4%	N	0.8%	N
153	James Jackson Parkway	98.6%	Y	97.7%	Y
155	Pittsburgh	100.0%	Y	83.1%	Y
162	Myrtle Drive / Alison Court	100.0%	Y	100.0%	Y
165	Fairburn Road	100.0%	Y	66.2%	Y
172	Sylvan Road / Virginia Avenue	68.1%	Y	45.2%	Y
178	Empire Boulevard / Southside Industrial Park	92.2%	Y	63.2%	Y
180	Roosevelt Highway	91.0%	Y	69.2%	Y
181	Washington Road / Fairburn	94.0%	Y	64.0%	Y
183	Barge Road Park & Ride / Lakewood	98.7%	Y	58.8%	Y
185	Alpharetta / Old Milton Parkway	23.7%	N	25.9%	N
186	Rainbow Drive / South DeKalb	68.3%	Y	48.4%	Y
188	Oakley Industrial	86.0%	Y	49.0%	Y
189	Flat Shoals Road / Scofield Road	94.2%	Y	45.9%	Y
191	Riverdale / ATL International Terminal	89.5%	Y	64.2%	Y
192	Old Dixie / Tara Boulevard	80.5%	Y	67.8%	Y
193	Morrow / Jonesboro	91.5%	Y	64.3%	Y
194	Conley Road / Mt Zion	93.8%	Y	61.6%	Y
195	Forest Parkway	94.7%	Y	58.1%	Y
196	Upper Riverdale / Southlake	78.8%	Y	68.7%	Y
197	Battle Creek Road	96.9%	Y	71.2%	Y
198	Southlake Parkway	100.0%	Y	82.9%	Y
201	Six Flags Over Georgia	77.7%	Y	50.0%	Y
221	Memorial Drive Limited	96.7%	Y	77.2%	Y
295	Metropolitan Campus Express	88.2%	Y	63.9%	Y
800	Lovejoy	99.4%	Y	66.9%	Y
809	Monroe Drive / Boulevard	19.6%	N	26.0%	N
813	Atlanta Student Movement	92.5%	Y	75.8%	Y
816	North Highland Avenue	16.7%	N	26.9%	N
823	Belvedere	4.8%	N	8.5%	N
825	Johnson Ferry Road	9.2%	N	9.2%	N
832	Grant Park	46.4%	Y	45.1%	Y
850	Carroll Heights / Fairburn Heights	96.1%	Y	89.8%	Y
853	Collier Heights	100.0%	Y	100.0%	Y

856	Baker Hills / Wilson Mill Meadows	100.0%	Y	77.9%	Y
865	Boulder Park Drive	100.0%	Y	84.4%	Y
867	Harlan Road / Peyton Place / Dixie Hills	100.0%	Y	91.3%	Y
899	Old Fourth Ward	36.6%	Y	54.7%	Y

Appendix B - On-Time Performance by Route (April 2024 Mark up)

Route	Name	Minority Route	Low Income Route	Percent On-Time	Schedule Adherence Met? (78.5%)
1	Marietta Boulevard / Joseph E Lowery Boulevard	Y	Y	83.0%	Y
2	Ponce de Leon Avenue / East Lake	N	N	78.2%	N
3	Martin Luther King Jr Drive / Auburn Avenue	Y	Y	69.5%	N
4	Moreland Avenue	Y	Y	76.2%	N
5	Piedmont Road / Sandy Springs	N	N	75.8%	N
6	Clifton Road / Emory	N	N	73.3%	N
8	North Druid Hills Road	N	N	71.1%	N
9	East Atlanta / Tilson Road / Candler Road	Y	Y	77.5%	N
12	Howell Mill Road / Cumberland	N	N	66.6%	N
14	14th Street / Blandtown	N	N	79.7%	Y
15	Candler Road / South DeKalb	Y	Y	77.7%	N
19	Clairmont Road	N	N	63.9%	N
21	Memorial Drive	N	N	80.0%	Y
24	McAfee / Hosea Williams	Y	Y	83.1%	Y
25	Peachtree Industrial Boulevard / Johnson Ferry Road	N	N	80.7%	Y
26	Marietta Street / Perry Boulevard	Y	Y	76.8%	N
27	Cheshire Bridge Road / Ansley Mall	N	N	73.7%	N
30	LaVista Road	N	N	79.2%	Y

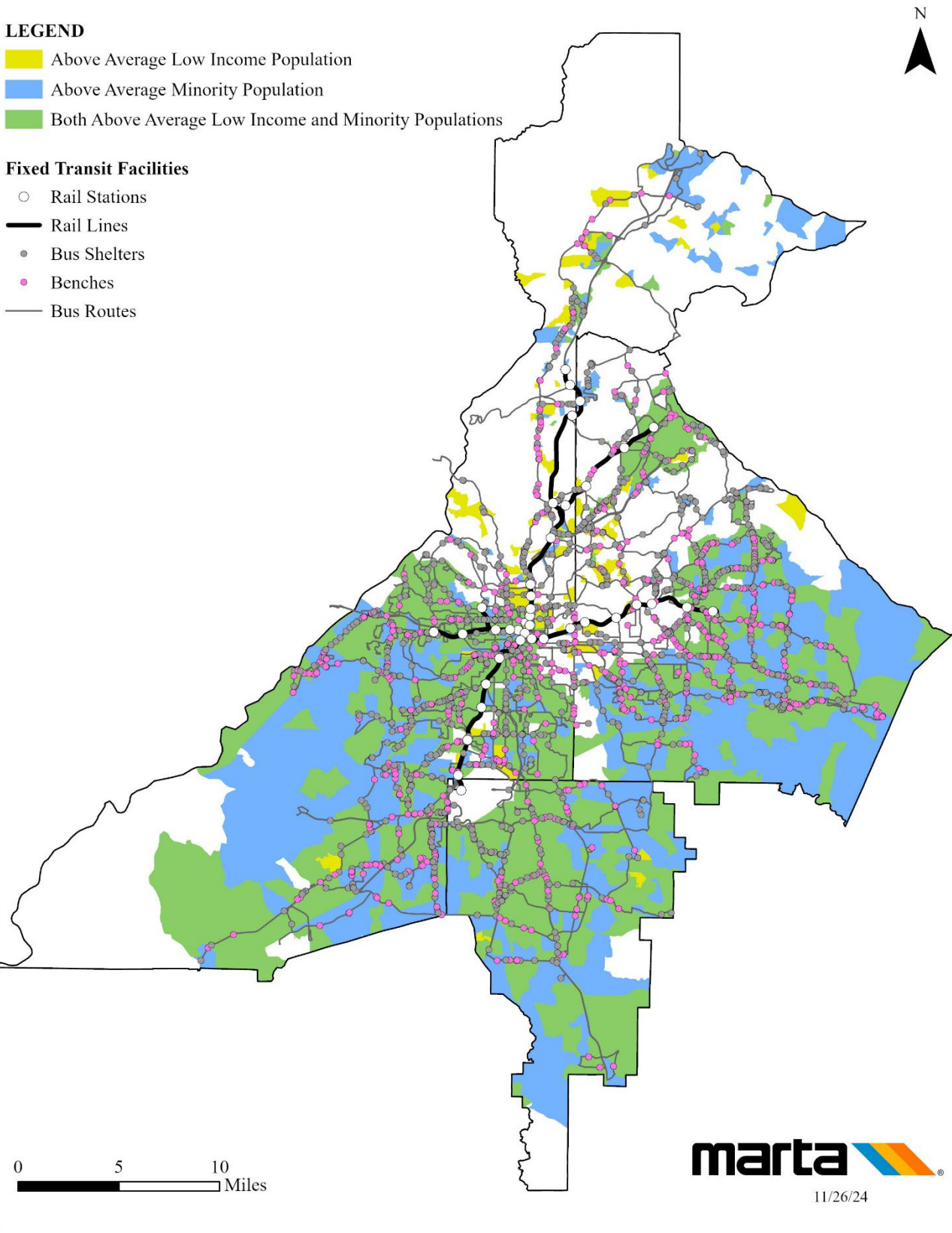
32	Bouldercrest	Y	N	70.4%	N
34	2nd Avenue / Gresham Road / Clifton Springs Road	Y	N	75.5%	N
36	North Decatur Road / Virginia Highland	N	N	78.0%	N
37	Defoors Ferry Road	N	N	78.3%	N
39	Buford Highway	Y	Y	78.2%	N
40	Peachtree Street / Downtown	Y	Y	73.8%	N
42	Pryor Road	Y	Y	75.7%	N
47	I-85 Access Road / Briarwood Road	Y	Y	81.6%	Y
49	McDonough Boulevard	Y	Y	83.5%	Y
50	Donald Lee Hollowell Parkway	Y	Y	78.9%	Y
51	Joseph E Boone Boulevard	Y	Y	78.2%	N
55	Jonesboro Road	Y	Y	74.7%	N
58	West Lake Avenue / Hollywood Road	Y	Y	72.8%	N
60	Hightower Road	Y	Y	80.3%	Y
66	Lynhurst Drive / Princeton Lakes	Y	Y	77.1%	N
68	Benjamin E Mays Drive	Y	Y	83.7%	Y
71	Cascade Road	Y	Y	64.0%	N
73	Fulton Industrial	Y	Y	78.4%	N
74	Flat Shoals	Y	Y	79.2%	Y
75	Lawrenceville Highway	N	N	70.5%	N
78	Cleveland Avenue	Y	Y	71.4%	N
79	Sylvan Hills	Y	Y	72.5%	N
81	Venetian Hills / Delowe Drive	Y	Y	85.9%	Y
82	Camp Creek / South Fulton Parkway	Y	Y	80.1%	Y
83	Campbellton Road	Y	Y	83.2%	Y
84	Washington Road / Camp Creek Marketplace	Y	Y	83.2%	Y
85	Roswell / Mansell Road	N	N	77.7%	N
86	Fairington Road	Y	Y	77.4%	N

87	Roswell Road / Morgan Falls	N	N	82.2%	Y
89	Old National Highway / Union City	Y	Y	80.1%	Y
93	Headland Drive / Main Street	Y	Y	73.9%	N
94	Northside Drive	Y	Y	77.9%	N
95	Metropolitan Parkway	Y	Y	88.8%	Y
102	North Avenue / Little Five Points	N	N	71.6%	N
103	Peeler Road / North Shallowford Road	N	N	83.7%	Y
104	Winters Chapel Road	Y	Y	88.3%	Y
107	Glenwood	Y	Y	75.7%	N
110	Peachtree Road / Buckhead	N	N	75.0%	N
111	Snappfinger Woods	Y	Y	74.1%	N
114	Columbia Drive	Y	N	76.7%	N
115	Covington Highway	Y	Y	76.7%	N
116	Redan Road	Y	Y	81.2%	Y
117	Rockbridge Road / Panola Road	Y	Y	72.4%	N
119	Hairston Road / Stone Mountain Village	Y	Y	74.1%	N
120	East Ponce De Leon Avenue	Y	Y	83.8%	Y
121	Memorial Drive / North Hairston Road	Y	Y	71.8%	N
123	Church Street / North Dekalb Mall	N	N	86.7%	Y
124	Pleasantdale Road	Y	Y	80.7%	Y
125	Clarkston / Northlake	Y	Y	78.4%	N
126	Chamblee-Tucker Road	Y	Y	78.5%	N
132	Tilly Mill Road	N	N	82.6%	Y
133	Shallowford Road	Y	Y	81.4%	Y
140	North Point Parkway	Y	N	81.6%	Y
141	Haynes Bridge Road / Milton	N	N	76.4%	N
142	East Holcomb Bridge Road	N	N	74.3%	N
143	Windward Park & Ride	Y	N	85.1%	Y

148	Sandy Springs / Riveredge Parkway	N	N	78.3%	N
150	Perimeter Center / Dunwoody Village	N	N	82.0%	Y
153	James Jackson Parkway	Y	Y	81.0%	Y
155	Pittsburgh	Y	Y	83.3%	Y
162	Myrtle Drive / Alison Court	Y	Y	94.1%	Y
165	Fairburn Road	Y	Y	80.1%	Y
172	Sylvan Road / Virginia Avenue	Y	Y	82.2%	Y
178	Empire Boulevard / Southside Industrial Park	Y	Y	87.5%	Y
180	Roosevelt Highway	Y	Y	78.9%	Y
181	Washington Road / Fairburn	Y	Y	72.4%	N
183	Barge Road Park & Ride / Lakewood	Y	Y	76.3%	N
185	Alpharetta / Old Milton Parkway	N	N	78.9%	Y
186	Rainbow Drive / South DeKalb	Y	Y	81.4%	Y
188	Oakley Industrial	Y	Y	76.8%	N
189	Flat Shoals Road / Scofield Road	Y	Y	75.7%	N
191	Riverdale / ATL International Terminal	Y	Y	71.4%	N
192	Old Dixie / Tara Boulevard	Y	Y	69.8%	N
193	Morrow / Jonesboro	Y	Y	78.1%	N
194	Conley Road / Mt Zion	Y	Y	64.3%	N
195	Forest Parkway	Y	Y	74.9%	N
196	Upper Riverdale / Southlake	Y	Y	75.3%	N
197	Battle Creek Road	Y	Y	76.6%	N
198	Southlake Parkway	Y	Y	78.9%	Y
201	Six Flags Over Georgia	Y	Y	83.8%	Y
221	Memorial Drive Limited	Y	Y	81.7%	Y
295	Metropolitan Campus Express	Y	Y	69.8%	N
800	Lovejoy	Y	Y	75.5%	N

809	Monroe Drive / Boulevard	N	N	82.8%	Y
813	Atlanta Student Movement	Y	Y	70.5%	N
816	North Highland Avenue	N	N	76.7%	N
823	Belvedere	N	N	74.2%	N
825	Johnson Ferry Road	N	N	91.8%	Y
832	Grant Park	Y	Y	89.3%	Y
850	Carroll Heights / Fairburn Heights	Y	Y	76.0%	N
853	Collier Heights	Y	Y	86.0%	Y
856	Baker Hills / Wilson Mill Meadows	Y	Y	73.8%	N
865	Boulder Park Drive	Y	Y	78.1%	N
867	Harlan Road / Peyton Place / Dixie Hills	Y	Y	73.3%	N
899	Old Fourth Ward	Y	Y	77.6%	N

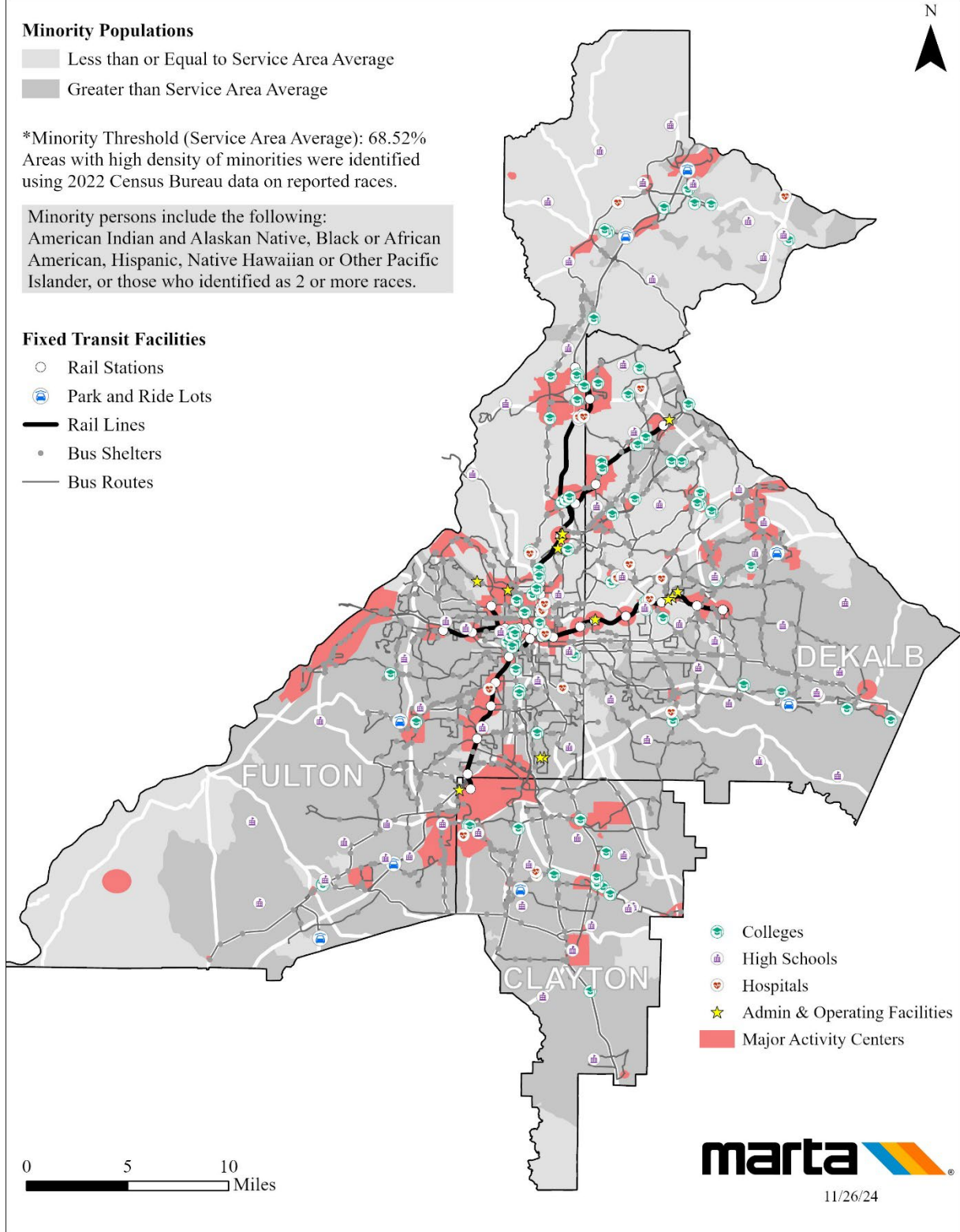
Appendix C – Map of Bus Stop Amenity Distribution (April 2024 Mark Up)



11/26/24



Appendix D – Map of Transit Access for Minority population (April 2024 Mark Up)



Appendix E – Map of Transit Access for Low-Income population

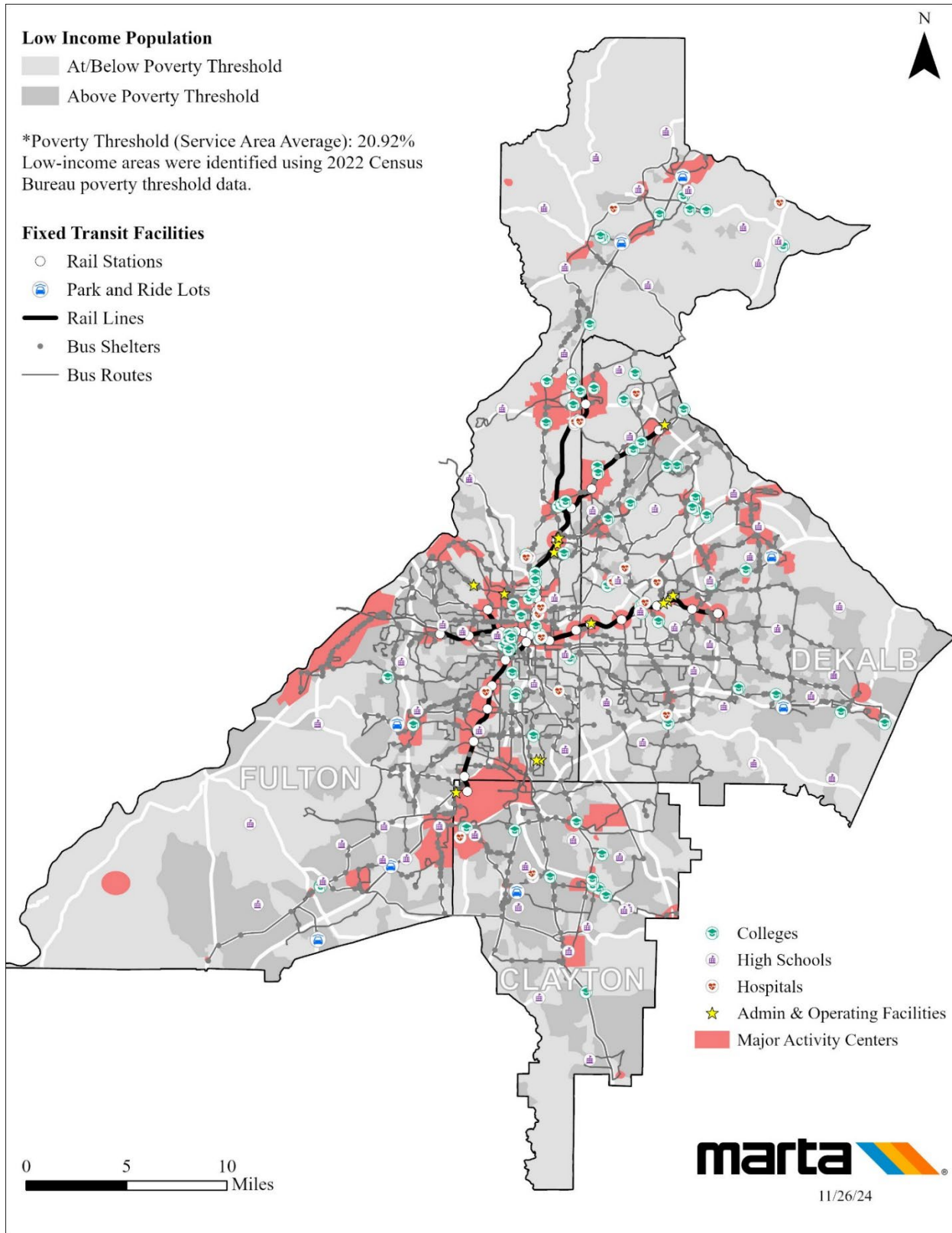










EXHIBIT 10A
MAP OF SERVICE AREA

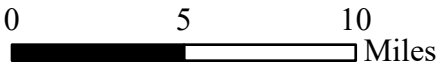
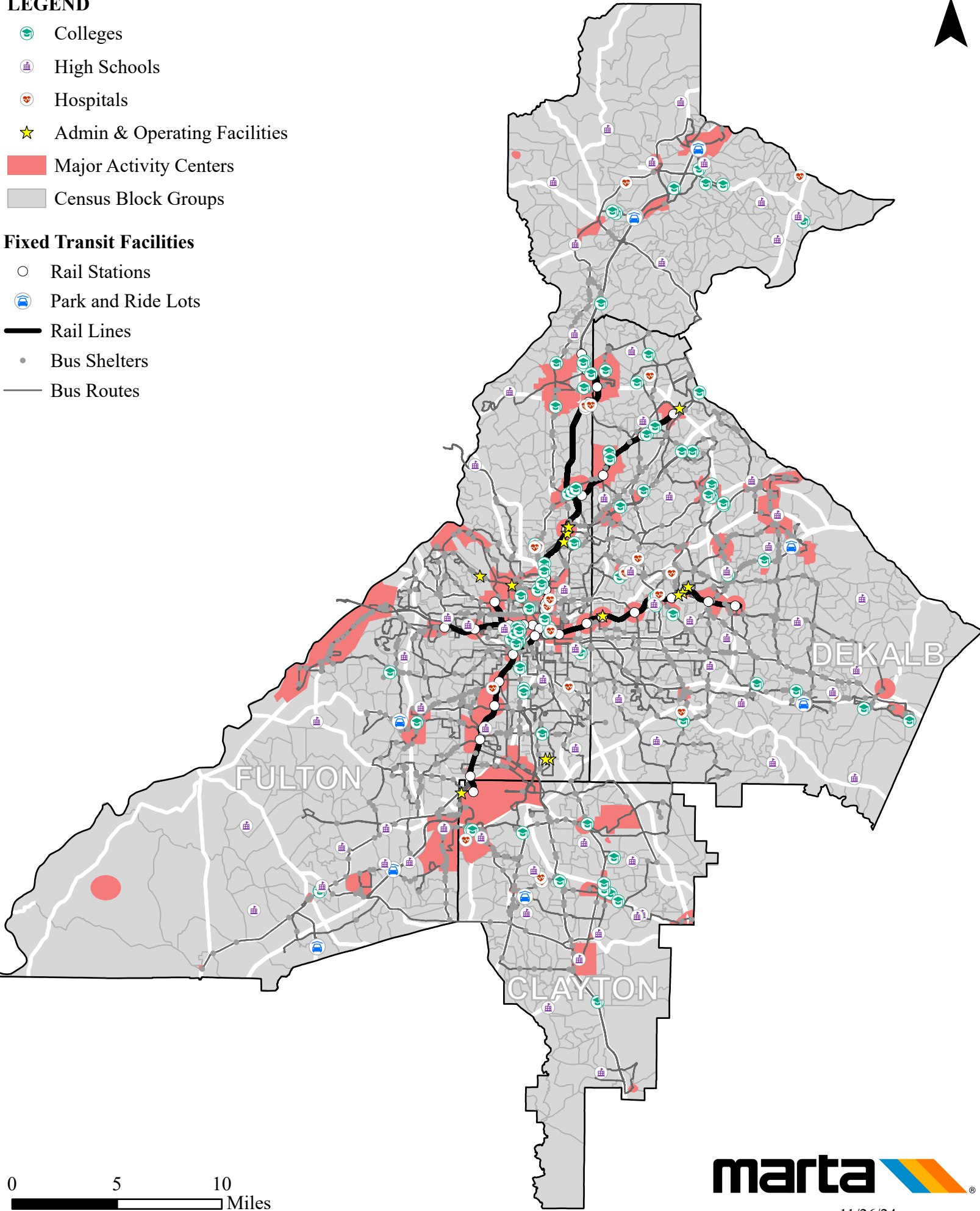
N

LEGEND

-  Colleges
-  High Schools
-  Hospitals
-  Admin & Operating Facilities
-  Major Activity Centers
-  Census Block Groups

Fixed Transit Facilities

-  Rail Stations
-  Park and Ride Lots
-  Rail Lines
-  Bus Shelters
-  Bus Routes

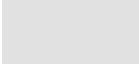



11/26/24

EXHIBIT 10B
MAP OF FACILITY
IMPROVEMENTS

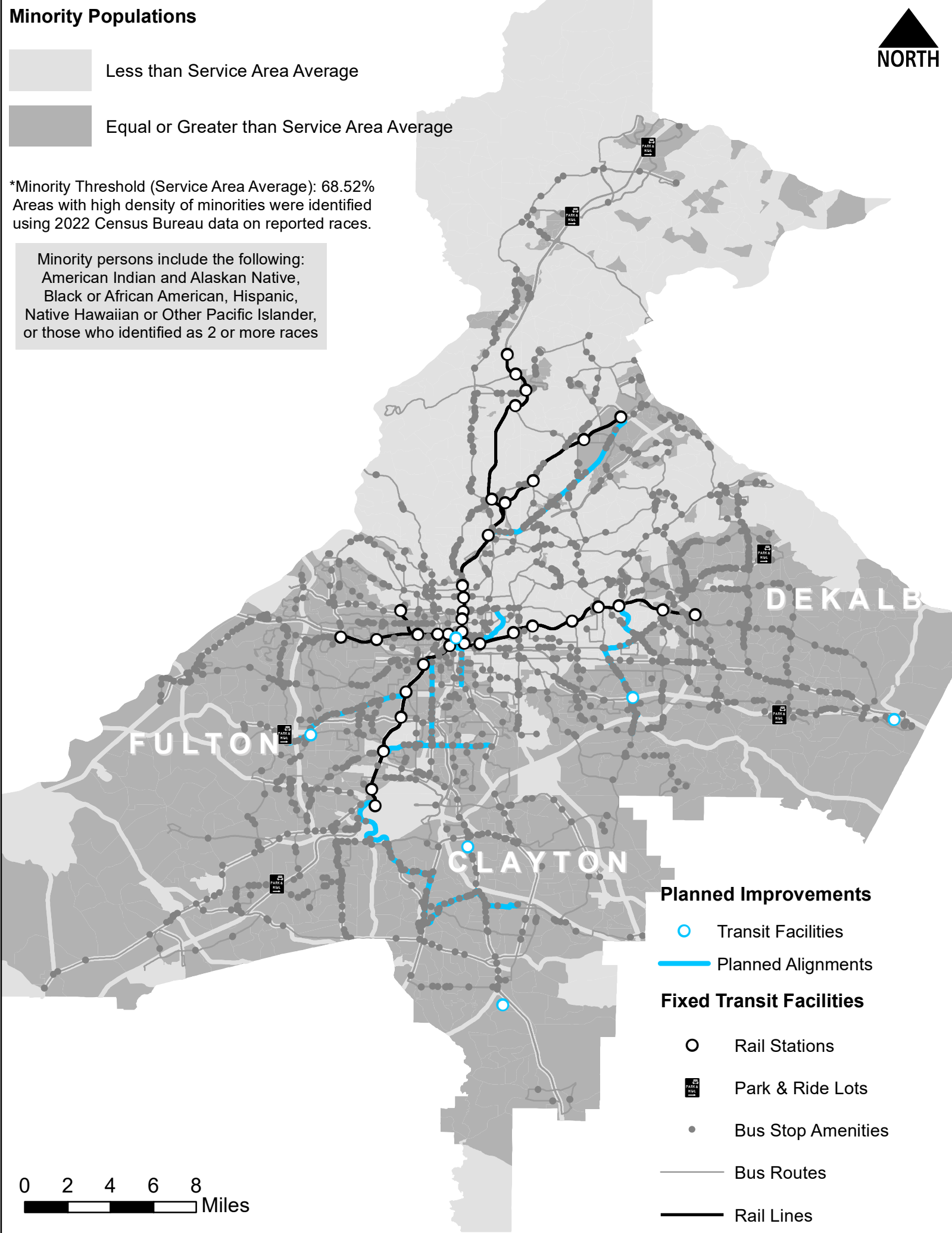
Minority Populations





-  Less than Service Area Average
-  Equal or Greater than Service Area Average

*Minority Threshold (Service Area Average): 68.52%
Areas with high density of minorities were identified using 2022 Census Bureau data on reported races.






Minority persons include the following:
American Indian and Alaskan Native,
Black or African American, Hispanic,
Native Hawaiian or Other Pacific Islander,
or those who identified as 2 or more races



Planned Improvements

-  Transit Facilities
-  Planned Alignments

Fixed Transit Facilities

-  Rail Stations
-  Park & Ride Lots
-  Bus Stop Amenities
-  Bus Routes
-  Rail Lines

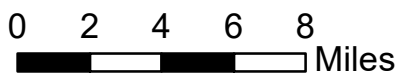


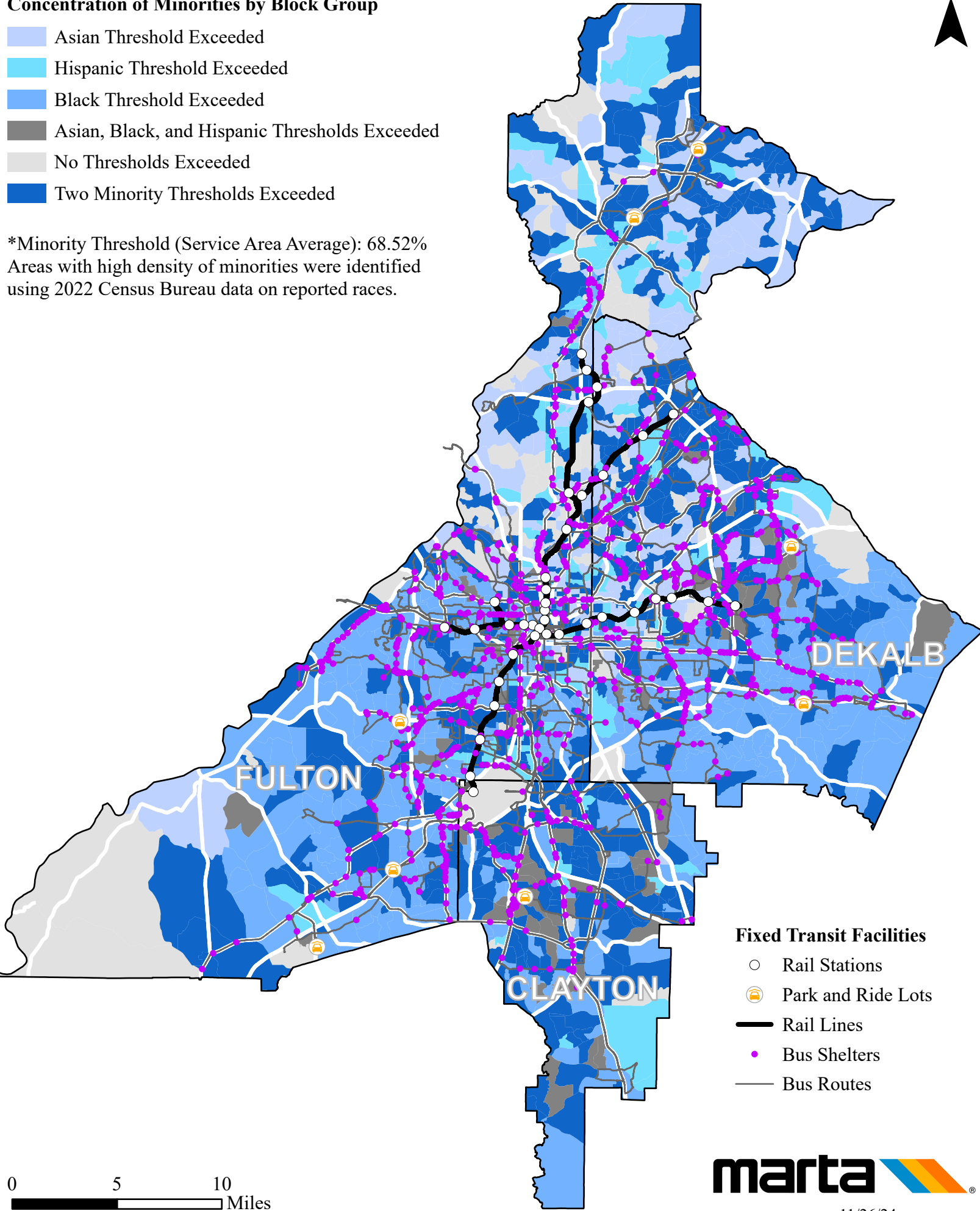
EXHIBIT 10C

MAP OF MINORITY BLOCK GROUPS

Concentration of Minorities by Block Group

- Asian Threshold Exceeded
- Hispanic Threshold Exceeded
- Black Threshold Exceeded
- Asian, Black, and Hispanic Thresholds Exceeded
- No Thresholds Exceeded
- Two Minority Thresholds Exceeded

*Minority Threshold (Service Area Average): 68.52%
 Areas with high density of minorities were identified using 2022 Census Bureau data on reported races.



Fixed Transit Facilities

- Rail Stations
- Park and Ride Lots
- Rail Lines
- Bus Shelters
- Bus Routes

EXHIBIT 10D
MAP OF MINORITY POPULATION
WITH FIXED FACILITIES

Minority Populations

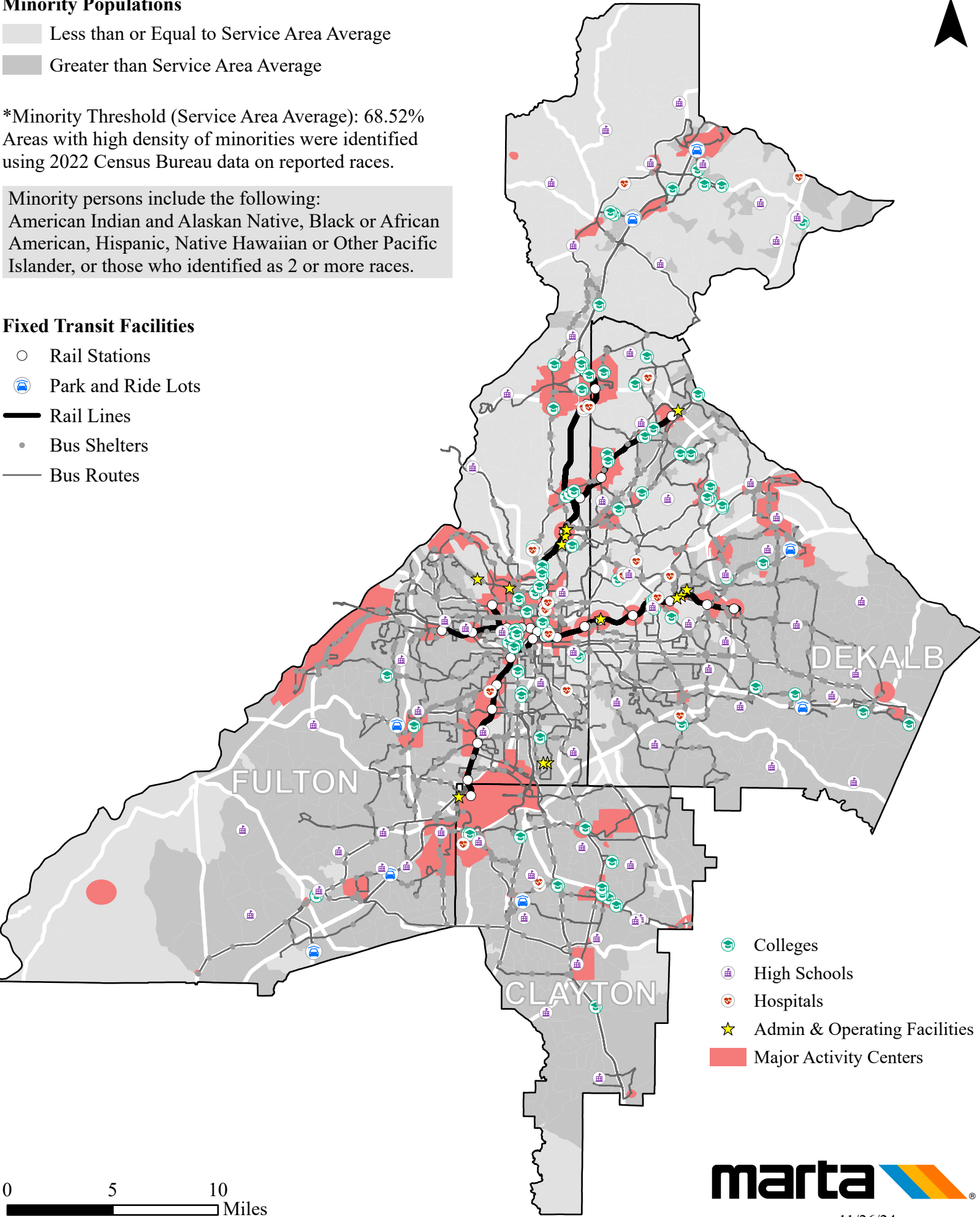
- Less than or Equal to Service Area Average
- Greater than Service Area Average

*Minority Threshold (Service Area Average): 68.52%
 Areas with high density of minorities were identified using 2022 Census Bureau data on reported races.

Minority persons include the following:
 American Indian and Alaskan Native, Black or African American, Hispanic, Native Hawaiian or Other Pacific Islander, or those who identified as 2 or more races.

Fixed Transit Facilities

- Rail Stations
- Park and Ride Lots
- Rail Lines
- Bus Shelters
- Bus Routes



- Colleges
- High Schools
- Hospitals
- Admin & Operating Facilities
- Major Activity Centers



EXHIBIT 10E
MAP OF BLOCK GROUP LOW-
INCOME

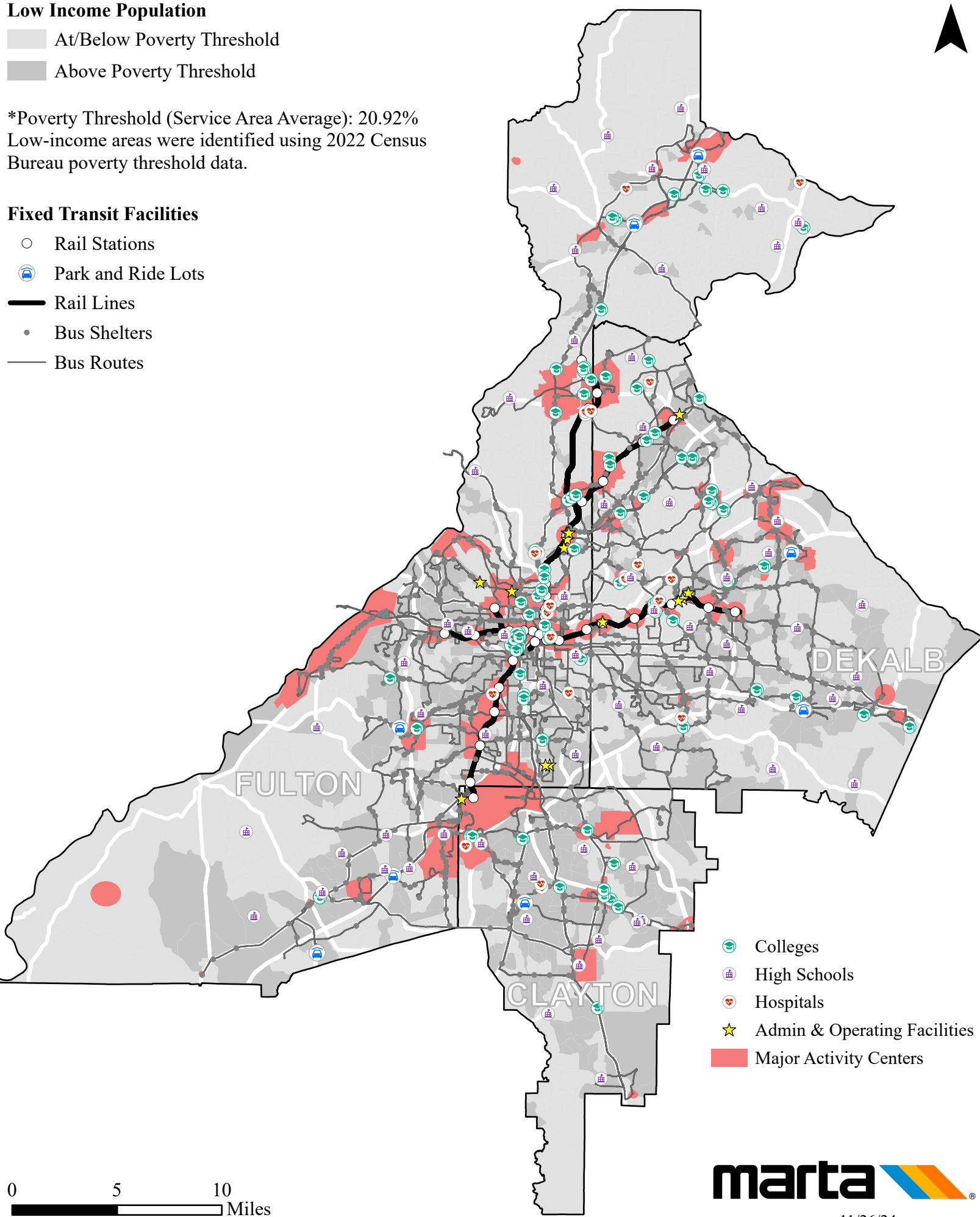
Low Income Population

- At/Below Poverty Threshold
- Above Poverty Threshold

*Poverty Threshold (Service Area Average): 20.92%
 Low-income areas were identified using 2022 Census Bureau poverty threshold data.

Fixed Transit Facilities

- Rail Stations
- Park and Ride Lots
- Rail Lines
- Bus Shelters
- Bus Routes



- Colleges
- High Schools
- Hospitals
- Admin & Operating Facilities
- Major Activity Centers



EXHIBIT 11
MAJOR SERVICE CHANGE
POLICY

TITLE VI SERVICE EQUITY POLICIES

Major Service Change Policy

The Metropolitan Atlanta Rapid Transit Authority defines “Major Service Changes” as follows:

- A major route/rail modification which causes a 25% or greater reduction in the establishment of a new bus route to include initial service alignment and headway parameters for the new route.
- A substantial geographical alteration: Addition or deletion of more than one and one-half (1 ½) directional miles on a given route.
- The discontinuation of any bus service not under the demonstration project status.
- The number of daily trips provided. This may also apply to route/rail segments as appropriate.
- The extension of any MARTA Rail line.
- Discontinuation of rail services to any rail station currently served.
- Discontinuation of any bus/rail services on any service days.

The MARTA Board of Directors (the Board) requires that the above service change actions be taken only by the Board following the public hearing process referenced in the MARTA ACT which states:

“The Board shall determine by itself exclusively after public hearings as hereinafter provided, the routes, to be operated by the Authority, the scheduled services to be made available to the public and the amounts to be charged therefore.”

Disparate Impact Policy

The Metropolitan Atlanta Rapid Transit Authority will conduct a service equity analysis when it is determined that major service changes may result in adverse effects on minority populations.

A potential disparate impact exists if the:

1. Difference between adversely affected minority census populations and overall percentage of minorities in MARTA’s service area is greater than the margin of error for the census data used in the analysis.
2. Difference between adversely affected minority ridership populations and overall percentage of minorities in MARTA’s ridership is determined to



be significant using a Chi-square goodness of fit test at a 95% confidence level.

Each individual change will be analyzed and the impacts summed by type of service change. Disparate impacts will be addressed as a complete set of major service or fare changes.

Disproportionate Burden Policy

The Metropolitan Atlanta Rapid Transit Authority will conduct a service equity analysis when it is determined that major service changes may result in adverse effects on low-income populations.

A potential disproportionate burden exists if the:

1. Difference between adversely affected low-income census populations and overall percentage of low-income residents in MARTA's service area is greater than the margin of error for the census data used in the analysis.
2. Difference between adversely affected low-income ridership populations and overall percentage of low-income riders in MARTA's ridership is determined to be significant using a Chi-square goodness of fit test at a 95% confidence level.

Each individual change will be analyzed and the burdens summed by type of service change. Disproportionate burdens will be addressed as a complete set of major service or fare changes.

EXHIBIT 12
SERVICE CHANGE/MODIFICATION
AND BOARD APPROVAL

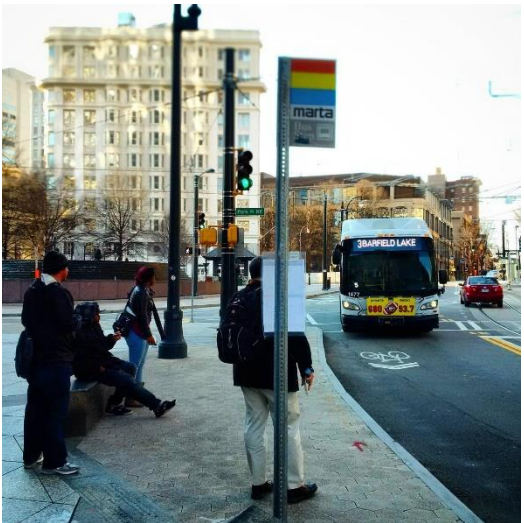
TITLE VI SERVICE EQUITY ANALYSIS

Proposed Service Modifications for April 20, 2024



Metropolitan Atlanta Rapid Transit Authority

Office of Local Corridors & Hubs



Introduction

MARTA is responsible to provide transit service and access to its facilities without regard to race, color, or national origin as required by Title VI of the Civil Rights Act of 1964. Likewise, MARTA is responsible for providing these services and access without regard to income under Executive Order 12898, signed into law by President Bill Clinton in 1994. Accordingly, MARTA's goal is to also ensure equal opportunities to all individuals to participate in all local, sub regional and regional transit planning and decision-making processes.

MARTA service modifications can have potential effects on population groups within the Authority's service area. MARTA strives to do its due diligence and assess the Title VI implications of service modifications to avoid taking any actions that violates these principles. Regulatory guidance is provided by the Federal Transit Administration (FTA) in Circular 4702.1B – Title VI Requirements and Guidelines for Federal Transit Administration Recipients. Chapter IV, Requirements and Guidelines for Fixed Route Transit Providers, provides the framework for the service equity analysis contained in this report.

As part of MARTA's regular schedule of service adjustments, the Authority is proposing several transit service modifications to take effect on April 20th of 2024. These modifications are designed to provide greater mobility and access options for customers, and consist of a set of routing and schedule changes.

Proposed changes were presented to the public through printed flyers, publication on the MARTA website and social media websites.

Data & Methodology

A GIS analysis was conducted using census data from the American Community Survey (ACS 5-year estimates, 2017-2021). Differences between current and proposed service areas were identified and demographic data was aggregated; the shares of negative and positive outcomes held by the minority and low-income populations were compared to disparate impact and disproportionate burden thresholds (percent minority or low-income population in the entire MARTA service area with a differential equal to the margin of error present in the dataset). This methodology is consistent with the guidance for service equity analysis prescribed in Circular 4702.1B.

This service equity analysis was conducted using MARTA's Title VI policies, adopted to comply with FTA Circular 4702.1B. The major service change policy was applied to the proposed changes, and any changes determined to be major underwent analysis to identify any potential disparate impacts or disproportionate burdens.

Several definitions are important for this analysis:

- Major service change – a proposed service change that qualifies as “major” under MARTA's Title VI service equity policies, which account for routing changes, schedule changes, and other additions or reductions in service.
- Disparate impact – a disparate impact occurs when major service changes result in positive or negative outcomes to minority populations, and is identified when the share of positive outcomes held by minority populations is less than, or the share of negative outcomes held by minority populations is greater than, the sum of the overall percentage of minorities in MARTA's service area and the margin of error for the census data used in the analysis.
- Disproportionate burden – a disproportionate burden occurs when major service changes result in positive or negative outcomes to low-income populations, and is identified when the share of positive outcomes held by low-income populations is less than, or the share of negative outcomes held by low-income populations is greater than, the sum of the overall percentage of low-income residents in MARTA's service area and the margin of error for the census data used in the analysis.

Each individual change is analyzed and affected minority and low-income populations (within ¼ mile of each major service change) are totaled. Disparate impacts or disproportionate burdens are assessed cumulatively for each complete set of major service changes.

Service area averages for the data used in this analysis are as follows:

Population	Average		Threshold
Minority	71%	Disparate impact if share of <i>positive</i> outcomes are <i>less than...</i> or <i>negative</i> outcomes are <i>greater than...</i>	71.5%
Low-Income	28%	Disproportionate burden if share of <i>positive</i> outcomes are <i>under...</i> or <i>negative</i> outcomes are <i>greater than...</i>	28.5%

Proposed Service Modifications

The following route changes proposed for April 20, 2024 qualified as “major” under MARTA’s Major Service Change Policy.

- Route 192 – Old Dixie / Tara Boulevard** has a proposed routing change to a one-mile stretch between Charles W (CW) Grant Parkway and Central Avenue. Instead of matching Route 193 and turning right onto Old Dixie Highway, the new route would take Route 192 under a newly-completed railroad underpass on Charles W. Grant Parkway before turning right on Old Dixie Road (U.S. Highway 41) until the intersection with Central Avenue, at which point it will continue to follow the previous route. This proposed modification will allow MARTA to address a long-standing request to serve the Home Lodge Extended Stay, as well as the Southpoint Industrial Park, while the previously served portion will still receive service from Route 193.
- Route 195 – Forest Parkway** has a proposed routing change to its end-of-line loop, both reversing its direction (from counterclockwise to clockwise), and expanding it to begin at Jonesboro Road, instead of I-675. This new route would take Route 195 along Metcalf Road and Anvil Block Road, bringing MARTA’s first fixed-route bus service to the Gillem Logistics Center (GLC), thus serving a growing concentration of employers in the property, a small number of riders south of the GLC who could experience longer travel times, due to the reversal of the loop direction.

Maps of these changes are provided at the end of this report.

Findings

Routes with major service changes were analyzed to identify any potential disparate impact or disproportionate burden. Net affected populations were calculated by comparing population data for current routes to proposed routes and determining the difference in total population, minority population, and low-income population for each route. The table below details affected populations and their respective shares of the positive and/or negative outcomes.

Table 1. April 2024 Proposed Service Modifications and Impacted Populations.

Route	Total Population Affected by Change	Total Minority Population Affected	+/- Share of Outcomes	Total Low-Income Population Affected	+/- Share of Outcomes
192	16	14	84%	7	46%
195	343	369	107%	494	144%
Total	359	382	106%	501	140%

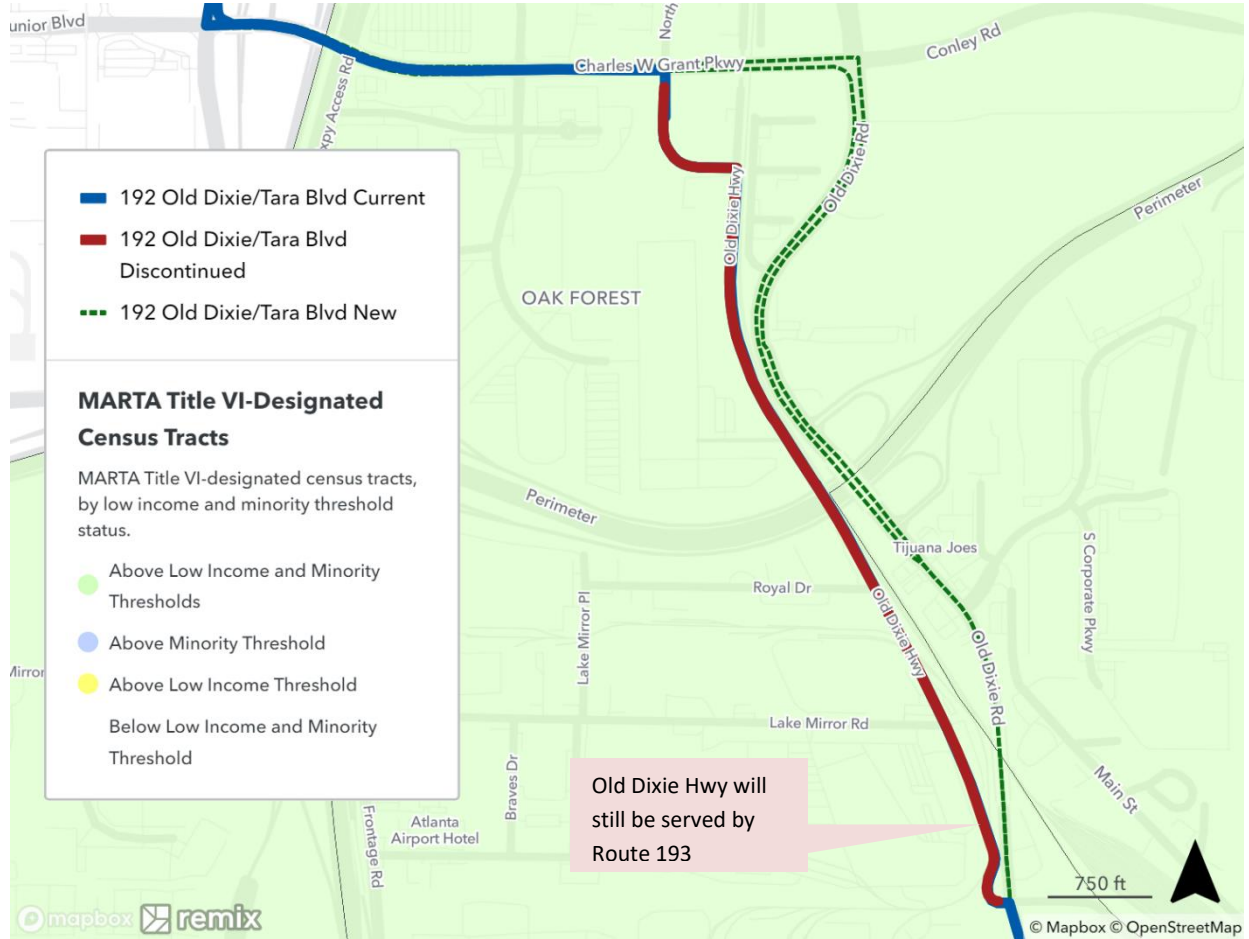
Based on the major service changes identified, the proposed changes positively impact a net population of 359 within the service area of the two routes. The changes connect more people to the MARTA bus service. These routing changes also change the mix of demographics served. The new alignment captures more population, more minorities and more low-income while reducing access for non-minority, non-low-income population. As a result, minority populations and low-income populations are both disproportionately impacted by this positive change exceeding by 35.5% and 112.5% respectively the service area thresholds. As such, these proposals are estimated to bring service within walking distance for an additional 382 minority persons and 501 low-income persons.

Conclusion

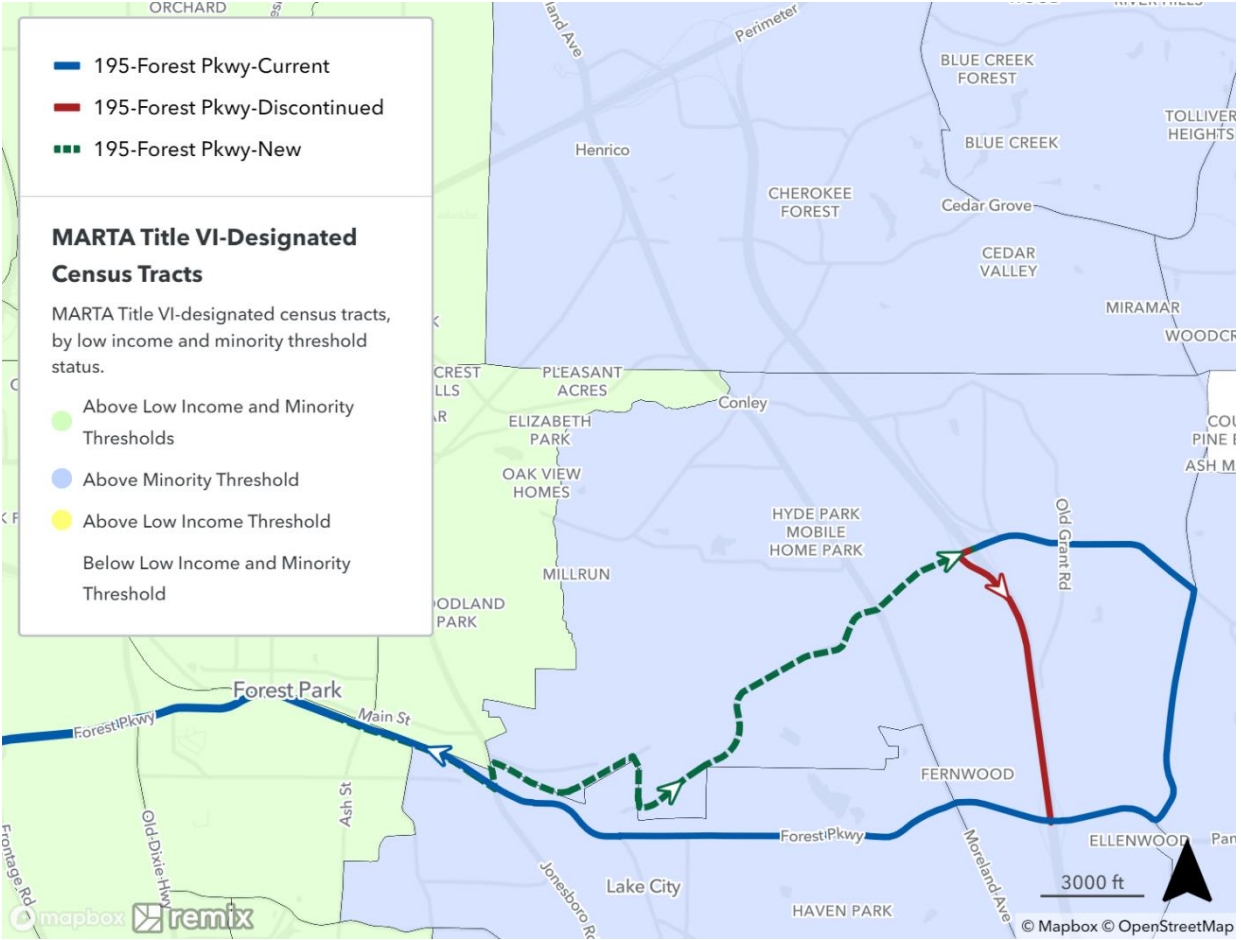
Per FTA guidance given in Circular 4702.1B, transit providers should take steps to avoid, minimize, or mitigate impacts which may cause a disparate impact or disproportionate burden where practicable. However, given that these proposed changes are not likely to cause a disproportionate burden to either minority or low-income populations, no mitigation efforts are required for the April 2024 Service Modifications

APPENDIX A

Route Maps



Route 192 – Old Dixie/Tara Blvd -Proposed Service Changes



Route 195 - Forest Pkwy - Proposed Service Changes

RESOLUTION AUTHORIZING THE APPROVAL OF SERVICE MODIFICATIONS FOR APRIL 20, 2024 ON ROUTES 192 AND 195

WHEREAS, the Metropolitan Atlanta Rapid Transit Authority (MARTA) held public hearings on proposed changes in the service addressing additions to service or changes in routing to improve service reliability, enhance safety, improve access to transit service, and better tailor service to demand; and

WHEREAS, a public hearing was held virtually and in person on Thursday, February 8, 2024 at the Forest Park Community Center at 696 Main Street, Forest Park, GA, 30297; and

WHEREAS, comments were received from members of the general public through the public hearings and/or other media sources; and

WHEREAS, revisions to service are made based on assessments and evaluations of service according to Board approved MARTA Service Standards; and

WHEREAS, the MARTA Board of Directors has determined, that in order to carry out the policies and purposes for which the said Authority has been created under the MARTA Act of 1965, as amended, it is appropriate and desirable to provide bus service as stated in the resolution.

RESOLVED THEREFORE, by the MARTA Board of Directors that the General Manager/CEO or his delegate is hereby authorized to implement service modifications to Bus Routes 192 and 195.

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
A0EF047927B94DA...

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**

TITLE VI SERVICE EQUITY ANALYSIS

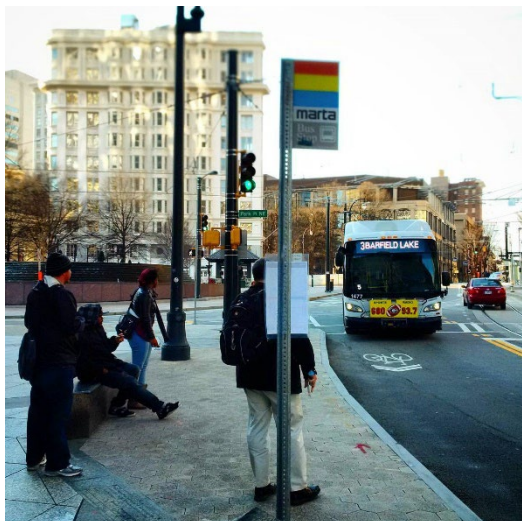
Proposed Service Modifications for December 14, 2024



Metropolitan Atlanta Rapid Transit Authority

Office of Local Corridors & Hubs

Prepared August 26, 2024.



Introduction

MARTA is responsible to provide transit service and access to its facilities without regard to race, color, or national origin as required by Title VI of the Civil Rights Act of 1964. Likewise, MARTA is responsible for providing these services and access without regard to income under Executive Order 12898, signed into law by President Bill Clinton in 1994. Accordingly, MARTA's goal is to also ensure equal opportunities to all individuals to participate in all local, sub regional and regional transit planning and decision-making processes.

MARTA service modifications can have potential effects on population groups within the Authority's service area. MARTA strives to do its due diligence and assess the Title VI implications of service modifications to avoid taking any actions that violates these principles. Regulatory guidance is provided by the Federal Transit Administration (FTA) in Circular 4702.1B – Title VI Requirements and Guidelines for Federal Transit Administration Recipients. Chapter IV, Requirements and Guidelines for Fixed Route Transit Providers, provides the framework for the service equity analysis contained in this report.

As part of MARTA's regular schedule of service adjustments, the Authority is proposing several transit service modifications to take effect on December 14th of 2024. These modifications are designed to provide greater mobility and access options for customers, and consist of a set of routing and schedule changes.

Proposed changes were presented to the public through printed flyers, publication on the MARTA website and social media websites.

Data & Methodology

A GIS analysis was conducted using census data from the American Community Survey (ACS 5-year estimates, 2018-2022). Differences between current and proposed service areas were identified and demographic data was aggregated; the shares of negative and positive outcomes held by the minority and low-income populations were compared to disparate impact and disproportionate burden thresholds (percent minority or low-income population in the entire MARTA service area with a differential equal to the margin of error present in the dataset). This methodology is consistent with the guidance for service equity analysis prescribed in Circular 4702.1B.

This service equity analysis was conducted using MARTA's Title VI policies, adopted to comply with FTA Circular 4702.1B. The major service change policy was applied to the proposed changes, and any changes determined to be major underwent analysis to identify any potential disparate impacts or disproportionate burdens.

Several definitions are important for this analysis:

- Major service change – a proposed service change that qualifies as “major” under MARTA's Title VI service equity policies, which account for routing changes, schedule changes, and other additions or reductions in service.
- Disparate impact – a disparate impact occurs when major service changes result in positive or negative outcomes to minority populations, and is identified when the share of positive outcomes held by minority populations is less than, or the share of negative outcomes held by minority populations is greater than, the sum of the overall percentage of minorities in MARTA's service area and the margin of error for the census data used in the analysis.
- Disproportionate burden – a disproportionate burden occurs when major service changes result in positive or negative outcomes to low-income populations, and is identified when the share of positive outcomes held by low-income populations is less than, or the share of negative outcomes held by low-income populations is greater than, the sum of the overall percentage of low-income residents in MARTA's service area and the margin of error for the census data used in the analysis.

Each individual change is analyzed and affected minority and low-income populations (within ¼ mile of each major service change) are totaled. Disparate impacts or disproportionate burdens are assessed cumulatively for each complete set of major service changes.

Service area averages for the data used in this analysis are as follows:

Population	Service Area Average		Threshold Used
Minority	70.3%	Disparate impact if share of <i>positive</i> outcomes are <i>less than</i> :	68.6%
		or <i>negative</i> outcomes are <i>greater than</i> :	72.1%
Low-Income	23.9%	Disproportionate burden if share of <i>positive</i> outcomes are <i>under</i> :	20.8%
		or <i>negative</i> outcomes are <i>greater than</i> :	27.0%

Proposed Service Modifications

The following route changes proposed for December 14, 2024 qualified as “major” under MARTA’s Major Service Change Policy.

Route 191 Riverdale / ATL Intl Terminal - To provide better access to jobs at the Hartsfield Jackson Atlanta International Airport South Cargo facility, it is proposed to modify route 191 to travel along Airport Loop Road, South Cargo Drive, South Loop Road, and Lake Mirror Road Monday through Saturday. To facilitate this change, service is proposed to operate every 45 minutes instead of every 40 minutes on these service days. To simplify service and provide more service to higher ridership stops along Flint River Road, it is proposed that every route 191 trip on all service days operate along Flint River Road, discontinuing route 191 service on GA-138 and Tara Boulevard between GA-138 and Flint River Road. The GA-138 segment would still be served by route 198 and the segment of Tara Boulevard would still be served by routes 192 and 193. This change is consistent with existing plans for clayton county’s bus service.

Maps of these changes are provided at the end of this report.

Findings

Routes with major service changes were analyzed to identify any potential disparate impact or disproportionate burden. Net affected populations were calculated by comparing population data for current routes to proposed routes and determining the difference in total population, minority population, and low-income population for each route. The table below details affected populations and their respective shares of the positive and/or negative outcomes.

Table 1. December 2024 Proposed Service Modifications and Impacted Populations.

Route Segment	Service Change Type	Total Population Affected by Change	Total Minority Population Affected	% Share of Outcomes	Total Low-Income Population Affected	% Share of Outcomes
Route 191 - Branch Removal	Routing	-7,362	-6,978	94.8%	-2,804	38.1%
Route 191-South Cargo Addition	Routing	0	0	0%	0	0%
Route 191- GA-85 and Flint River Frequency Increase	Scheduling	9,112	8,458	92.8%	2,507	27.5%
Total		1,750	1,479	84.5%	(297)	17%

Based on the major service changes identified, the proposed frequency increases outweigh the smaller negative impacts of the branch removal, positively impact a net population of 1,750 within the service area of Route 191. Passengers along GA-85 and Flint River Road, the highest ridership branch, will experience significantly improved headways as a result of these changes. These routing changes also produce a disproportionately positive impact to minority populations. Of the net population that is positively impacted, 84.5% are minority. This far exceeds the disparate impact threshold of 68.6% for the MARTA service area. A net negative impact of the low-income population of 297 is found. However, this is below the disproportionate burden threshold (27%) as this accounts for only 17% of the net affected population. Additionally, bus service is still provided on the segments of GA-85 and Tara Boulevard that will be removed. On GA-85, this corridor is still served by Route 198 on a 60-minute frequency on weekdays. The segment of Tara Boulevard that is being removed from Route 191 is still served by Route 192 on 60-minute frequency on weekdays and Route 193 with 30-minute weekday frequency. The South Cargo additions serves a census tract with no resident therefore no impact is found as this methodology is based on residents not workers. The additional service will benefit multiple workers even if not account for in this analysis.

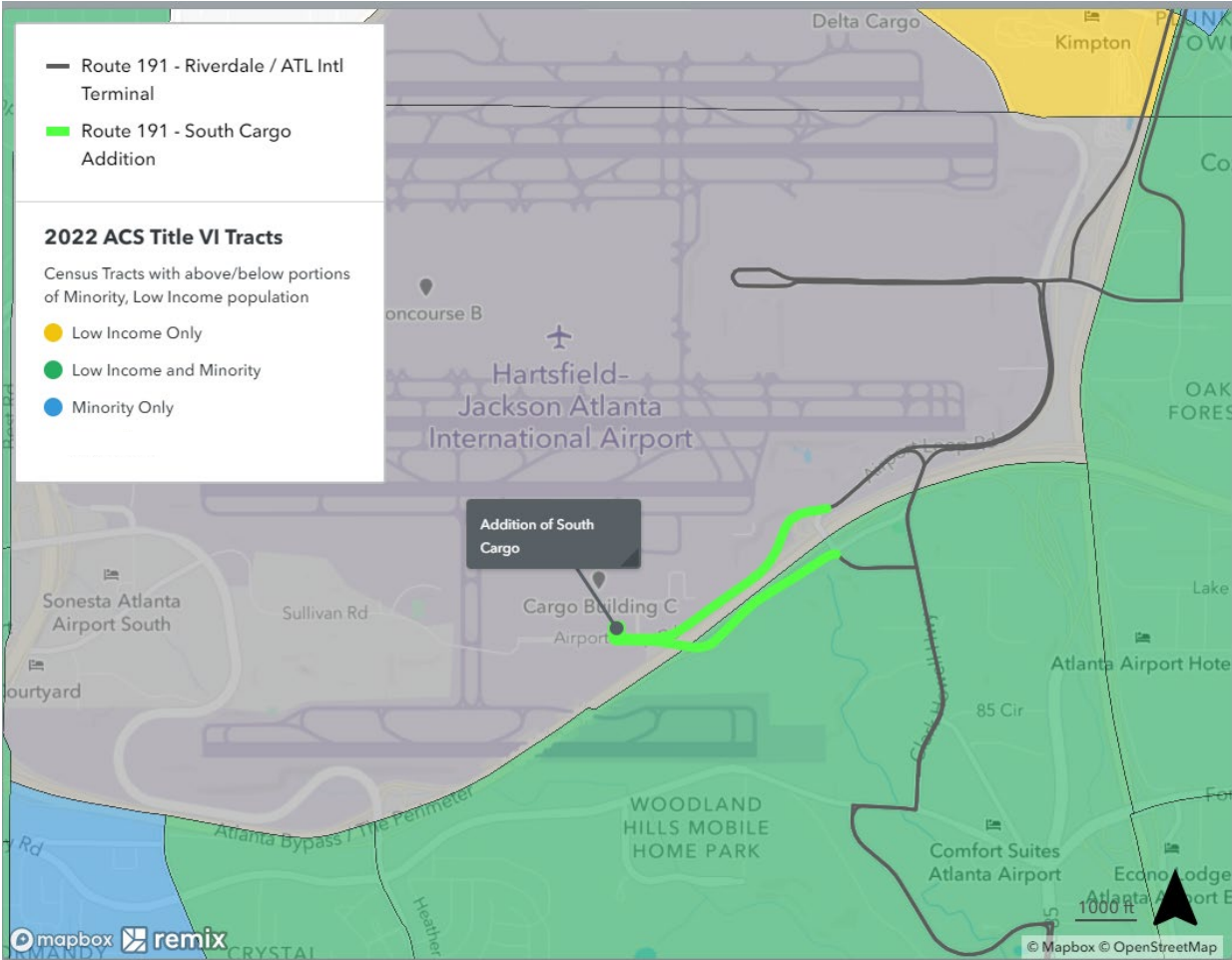
Conclusion

Per FTA guidance given in Circular 4702.1B, transit providers should take steps to avoid, minimize, or mitigate impacts which may cause a disparate impact or disproportionate burden where practicable. However, given that these proposed changes are not likely to

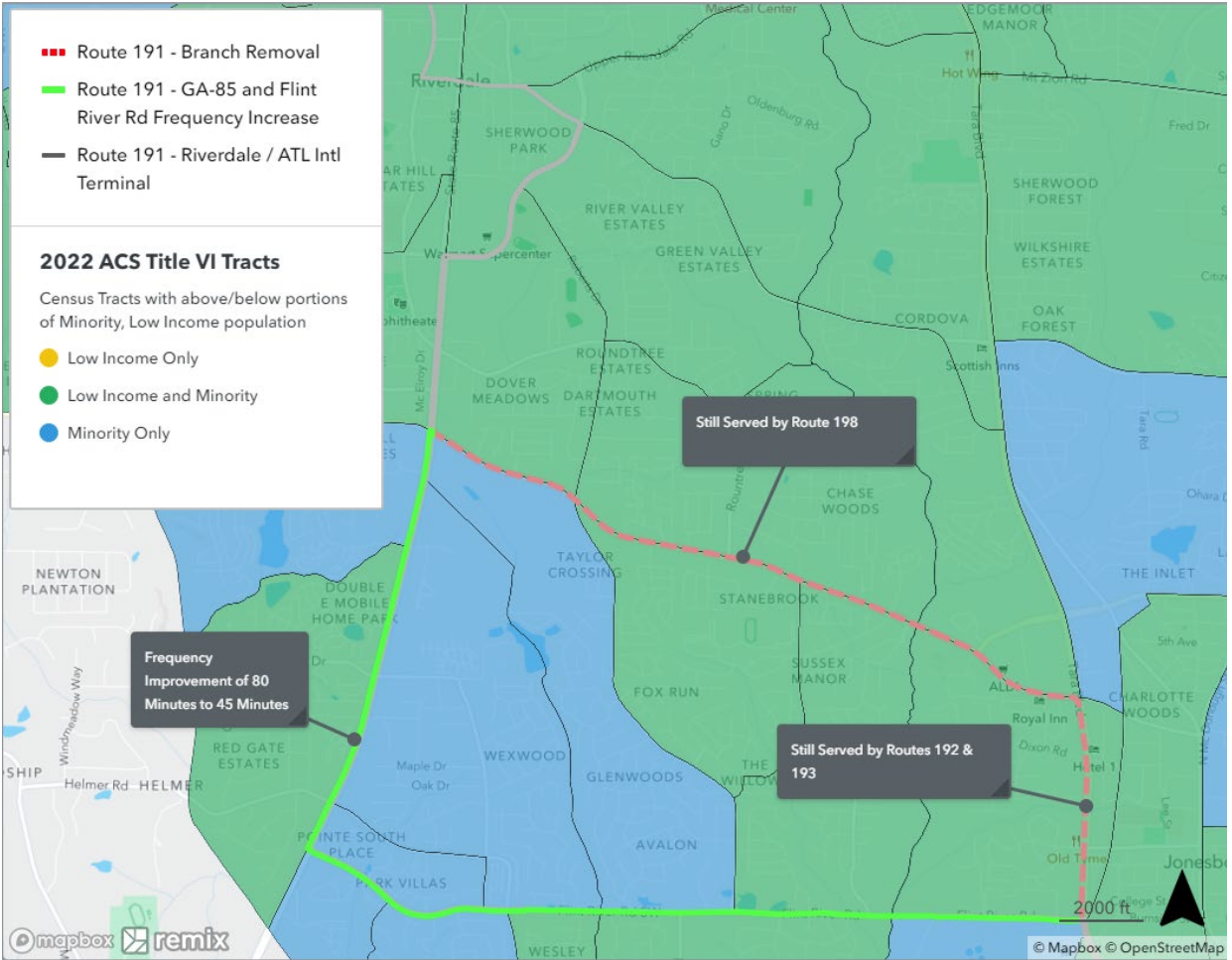
cause a disproportionate burden to either minority or low-income populations, no mitigation efforts are required for the December 2024 Service Modifications

APPENDIX A

Route Maps



Route 191 - Riverdale / ATL Intl Terminal – South Cargo Addition



Route 191 - Riverdale / ATL Intl Terminal – Branch Removal and Frequency Improvements

**RESOLUTION AUTHORIZING THE APPROVAL OF
SERVICE MODIFICATIONS FOR DECEMBER 14, 2024
ON ROUTE 191**

WHEREAS, the Metropolitan Atlanta Rapid Transit Authority (MARTA) held public hearings on proposed changes in the service addressing additions to service or changes in routing to improve service reliability, enhance safety, improve access to transit service, and better tailor service to demand; and

WHEREAS, a public hearing was held virtually and in person on Thursday, September 12, 2024 at Riverdale Town Center at 7210 Church St, Riverdale GA, 30274; and

WHEREAS, comments were received from members of the general public through the public hearings and/or other media sources; and

WHEREAS, revisions to service are made based on assessments and evaluations of service according to Board approved MARTA Service Standards; and

WHEREAS, the MARTA Board of Directors has determined, that in order to carry out the policies and purposes for which the said Authority has been created under the MARTA Act of 1965, as amended, it is appropriate and desirable to provide bus service as stated in the resolution.

RESOLVED THEREFORE, by the MARTA Board of Directors that the General Manager/CEO or his delegate is hereby authorized to implement service modifications to Bus Route 191.

Approved as to Legal Form:

DocuSigned by:
Peter J. Andrews
A0EF047927B94DA...

**Chief Counsel, Metropolitan Atlanta
Rapid Transit Authority**

EXHIBIT 13
FARE CHANGE POLICY

MARTA FARE POLICY

I. STATE MANDATED FARE POLICY

As excerpted from the MARTA Act, Section 9 (h), MARTA's official fare policy, as determined by the Georgia State Legislature is as follows.

Notwithstanding any other provisions of this Act to the contrary, not later than 120 days after the end of each fiscal year of the Authority, the Board shall adjust the amounts to be charged for transportation services to the public so that the total funds to be received from transit operating revenue during the fiscal year ... shall be no less than thirty-five percent of the operating costs of the system for the immediately preceding fiscal year. In making such adjustments, the Board shall be authorized to rely upon estimates of all revenue, patronage, and other factors which may affect the amounts to be charged for transportation services to the public; provided, if such amounts actually charged during one fiscal year resulted in transit operating revenue less than that required under this subsection, the amounts to be charged the immediately succeeding fiscal year shall be sufficient, along with all other transit operating revenue, to make up such deficit as well as meet the other requirements of this subsection.

For purposes of this subsection, "transit operating revenue" shall include all revenue from fares, rates, and charges for transportation services and revenues from all other sources except the sales and use taxes levied pursuant to Section 25 of this Act; and "operating costs" means "operating costs of the system," as defined in subsection (i) of Section 25 of this Act, and exclusive of depreciation and amortization and other costs and charges as provided in the said definition.

II. GUIDING PRINCIPLES

In order to comply with the state mandated fare policy and FTA Circular 4702.1B, it is MARTA's responsibility to determine how best to arrange its fare structure. In doing so, MARTA seeks to reflect the following principles.

1. Maintenance of a flat-fare policy with free transfers, when rides are purchased with Breeze media. This principle will remain in effect at least until after regional fare studies have been completed. Pending the recommendations of these studies, variable based fares may be considered in the future.

2. Maximization of ridership through maintaining the satisfaction of current riders plus attracting new riders.
3. Maximization of revenue through encouragement of stored time period purchases.
4. Provision of rewards for frequent ridership through discounted fare media for multi-trip purchases.
5. Satisfaction of Title VI principles governing the equitable application of fares so as not to disproportionately burden, or disparately impact, protected populations.
6. Meaningful public engagement in the decision-making process for fare policy development and future fare changes.

III. BASE FARE LEVELS

In addition to the Farebox Recovery rate analysis addressed in the MARTA Act, MARTA's base fare is to be recalculated in alternating fiscal years, beginning with FY 2016. The base fare is to be tied to the Consumer Price Index (Current Base, Not Seasonally Adjusted, All Items, South Region Size Class A – BLS Series ID CUURA300SA0). In order to accomplish this, the base fare shall be set to be equal to 1.10% of the CPI, rounded up to the nearest \$0.05, as of January 1st during the fiscal year preceding that during which the Budget will take effect. However, in the event of a decrease in the CPI due to deflationary pressures, MARTA's base fare will not decrease.

IV. FARE STRUCTURE RELATIONSHIPS

For MARTA's current fare policy, the relationships between MARTA's base fare and the other major fare payment methods are set by formula, as follows. These fare structure relationships, including their actual existence, are subject to Board-approved changes, after undergoing the processes outlined in Section V of this document.

- The Base Fare (\$2.50) applies to Full Fare Stored Value, Full Fare Stored Trip (including One-Trip, Two-Trip, and Ten-Trip Passes), and Full Fare Cash (no Breeze Media, Bus Only, One Trip Only).
- The 30-Day Pass price (\$95.00) is set at 38.0 times the base fare, rounded up to the nearest dollar.
- The 7-Day Pass price (\$23.75) is set at 9.0 times the base fare, rounded up to the nearest quarter.
- The 4-Day Pass price (\$19.00) is set at \$4.00 plus 6.0 times the base fare, rounded down to the nearest dollar.

- The 3-Day Pass price (\$16.00) is set at \$4.00 plus 5.0 times the base fare, rounded down to the nearest dollar.
- The 2-Day Pass price (\$14.00) is set at \$4.00 plus 4.0 times the base fare, rounded down to the nearest dollar.
- The 1-Day Pass price (\$9.00) is set at \$4.00 plus 2.0 times the base fare, rounded down to the nearest dollar.
- The Discounted 20-Trip Pass price (\$42.50) is set at 17.0 times the base fare, rounded up to the nearest quarter.
- The K-12 Student 10-Trip Pass price (\$14.40) is set at 5.75 times the base fare, rounded up to the nearest nickel.
- Monthly/Annual passes provided through the Partnership Program and through the University Pass Program shall have the same face value as the 30-Day Pass, but shall be subject to different sets of discount tiers, depending on the numbers of passes purchased, as determined by MARTA staff.
- Group sales of 1- Day, 2-Day, 3-Day, 4-Day, and 7-Day passes may be made for specific time periods in quantities of 200 or more, and shall be subject to different sets of discount tiers, depending on the numbers of passes purchased, as determined by MARTA staff.
- The Legal Clinic Program 7-Day Pass and 2-Trip Pass are priced (to the distributor) at 0.5 times the prices of the corresponding regular 7-Day and 2-Trip passes described above, but are to be provided free of charge to the special populations that are served.
- The Reduced Fare Program passes (1-Trip, 2-Trip, 10-Trip, and 20-Trip), along with Reduced Fare Stored Value usage, are priced at 0.4 times the prices of the corresponding regular passes and base fare described above, subject to acceptance of the customer into this program. The customer must use specially designated Breeze media for these prices to be in effect.
- The Mobility (Demand Response) passes (1-Trip, 20-Trip, and 30-Day), along with Mobility Stored Value usage, are priced at 1.6 times the prices of the corresponding regular passes and base fare described above, subject to acceptance of the customer into this program. The customer must use specially designated Breeze media in order to ride on the Mobility service, but may be accompanied for free by a Personal Care Attendant. Any other companions must also pay the Mobility fare.
- The following categories of customers may ride MARTA fixed route Bus and Rail for free: Mobility customers with proper identification; children under 46" tall; uniformed police officers and fire fighters.
- Although there is no charge for reloading fares (stored value, stored trips, or stored time) on Breeze Media, the purchase of a new piece of extended-use Breeze media carries a \$1.00 inventory fee, and the purchase of a new piece of limited-use Breeze media carries a \$0.50 inventory fee.



V. FARE STRUCTURE CHANGES AND TITLE VI STATEMENT

All future proposed changes in fare structure shall be subject to the Title VI data analysis and impact assessment process, as required by the Federal Transit Administration (FTA), and as set forth in MARTA's Minority Disparate Impact and Low-Income Disproportionate Burden policy as a separate document. Also included in this separate policy document are the details of MARTA's public participation process for future fare changes, including the examination of alternative strategies and mitigation efforts.

In general, the Title VI fare equity data analysis shall be based on the examination of the proposed fare structure change using MARTA's internal Fare Elasticity Model, in conjunction with demographic data from MARTA's internal Quality of Service survey of customers. The FTA Circular C 4702.1B, Chapter IV-19 requires that fare equity analyses be completed using a four step process, as follows.

1. Determine the number and percent of users of each fare medium being changed.
2. Review fares before the change and after the change, and compute the percentage increase associated with each.
3. Compare the differences for each particular fare medium between protected population users and other "general" users.
4. Compare the differences for each particular fare medium between low-income users and other "general" users.

For MARTA, the fare types to be analyzed are: a) Base Fare media; b) Discounted 20-Trip Pass; c) 7-Day Pass; d) 30-Day / Monthly Pass; e) Reduced Fare media; f) Mobility media. Categories "e" and "f" are by definition for protected populations, while the other categories are used by protected populations and low-income populations to a greater or lesser extent. Approximately 96% of all paid passenger boardings on MARTA are made using one of these categories.

The thresholds for Minority Disparate Impact and Low-Income Disproportionate Burden are set in two steps as follows.

- A. If the percentage increase in fare from the existing fare structure to the proposed fare structure for a particular fare payment method is more than 5.0 percentage points greater than the general percentage increase, then the particular fare payment method will be subject to a statistical analysis.
- B. In the statistical analysis, if the protected population's usage proportion for that same fare payment method is tested to be statistically greater than the general riding population's usage proportion for that fare payment method, then the proposed increase in the particular fare payment method will be determined to have a disparate impact or



disproportionate burden. The statistical test to be used is the Chi-Square Goodness of Fit test at the 95% significance level.

In a case where disparate impact or disproportionate burden is found, MARTA will implement that fare change only if there is a substantial legitimate justification, and will describe the available alternatives to minority and/or low-income populations affected by the fare change, including taking steps to avoid, minimize, or mitigate adverse impacts where practical. These steps will be undertaken as part of MARTA's public engagement process, including public hearings, as described in detail in the Minority Disparate Impact and Low-Income Disproportionate Burden policy document referred to above.