MARTA\textsuperscript{\textregistered}nomics | A Catalyst for Economic Development
MARTAnomics

The **study of economic costs/impacts related to delivering bus, rail and paratransit services** by **Georgia’s largest mass transit provider**.

**Micro-analysis:** individual customer benefits

**Macro-analysis:** local, regional and statewide transportation asset
$61 billion industry

Ridership highest in 58 years

Every $1 investment yields $4 return

Home values perform 42% better

Lose 6.5 pounds
$2.6 billion economic impact

Capital budget supports up to 20,000 jobs

Fastest growing sectors rely on MARTA

110 development projects since 2013

30% DBE participation
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Up Ahead

Regional planning commission publishes long-range transit plan

1950
1965

**MARTA Act**

- Local referenda in Clayton, DeKalb, Fulton and Gwinnett
- Cobb County does not participate
- Creates the Metropolitan Atlanta Rapid Transit Authority
- No powers of taxation or eminent domain
Final Referenda

- MARTA adopts Metropolitan Atlanta Rapid Transit Plan
  - $1.3 billion for heavy rail, bus rapid transit and bus
- DeKalb and Fulton voters approve a 1-cent increase to implement transit plan
- Fails in Clayton and Gwinnett counties

1971
1972

Atlanta Transit System

- MARTA purchases the bus system for $12.8M
Rail Line Opens

1979
2000

North Springs Opens
Governance

State
Joint House & Senate Oversight Committee;
12 legislators

Board
14-member Board
City of Atlanta (3)
Clayton County (2)
DeKalb County (4)
Fulton County (3)
GRTA (1)
GDOT (1)
System

38 rail stations
92 fixed bus routes
211 Mobiliy vans
Rail stations
ixed bus routes
Mobility vans
Clayton County
Financial Stewardship
Strong Operating Performance

Operating Performance (Millions)

- Blue line: Revenue
- Red line: Expenses

<table>
<thead>
<tr>
<th>FY11</th>
<th>FY12</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
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<td>406.32</td>
<td>396.37</td>
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<td>408.3</td>
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</tbody>
</table>
Operating Performance (Millions)

- Revenue
- Expenses

FY11: 365.17
FY12: 406.75
FY13: 404.96
FY14: 422.8
FY15: 443.1

Revenue: 400.13, 406.32, 396.37, 408.1
Expenses: 408.3
Operational Net Results

Operations Deficits and Surpluses (Millions)

- FY11: (34.96) Millions
- FY12: (0.43) Millions
- FY13: 8.59 Millions
- FY14: 14.70 Millions
- FY15: 34.80 Millions
Operational Net Results

Operations Deficits and Surpluses (Millions)

- FY11: (34.96)
- FY12: (0.43)
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Projected Reserve Balances
Transit-Oriented Development
Brookhaven/Oglethorpe
Three-phase project:
- Apartments
- Retail and office
- Senior housing
- Civic space
- Hotel
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- Apartments
- Retail and office
- Senior housing
- Civic space
- Hotel
Edgewood/Candler
Corporate Relocations

- NCR
- PulteGroup
- athenahealth
- Mercedes-Benz
- KAISER PERMANENTE®
Oakland City
Expansions

- I-26 East
- Clifton Corridor
- Connect 400
- COA
- Charlotte Area Transit
COA

“Former Atlanta Mayor Sam Massell, president of the Buckhead Coalition and a MARTA co-founder, joked glumly that someone should ‘hire a psychiatrist’ to figure out why many Atlantans shun MARTA buses even if they embrace the trains.”
I-20 East
Clifton Corridor
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Atlanta Journal-Constitution
Jan. 2015
Clayton High-Capacity Transit
Proposed Clayton County Service in 2025

- Proposed Transit Hubs
- High-Capacity Transit Stations
- Proposed Bus Routes
- Proposed High Capacity Transit
- Current MARTA Rail Lines
- Current MARTA Bus Routes
- Proposed Flex Zones

Note: Routes shown on the map are conceptual and for illustrative purposes only. Routing may change due to public input.
Transforming for the Future
- Boosted rail and bus frequency
- Upgraded fleet
- "On the Go" and "See and Say" mobile apps

- Weekday ridership exceeds 433,000 trips
- 5.3% increase in ridership
- Highest customer satisfaction since the Olympics
Key findings: 20 years of overall satisfaction

Blue shading represents systemwide ridership (number of unlinked trips in millions)
• Weekday ridership exceeds 433,000 trips
• 5.3% increase in ridership
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Arts
Technology

Smart Restrooms ➔ Wi-Fi + Cellular ➔ Innovation + Technology
Smart Restrooms
Innovation + Technology
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