



MARTAnomics | 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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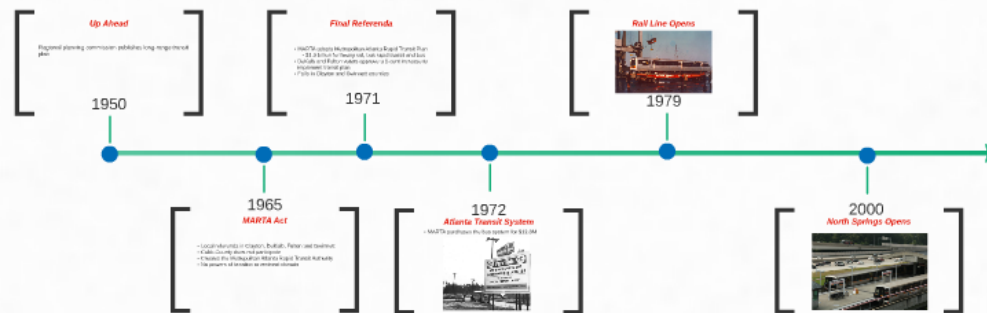


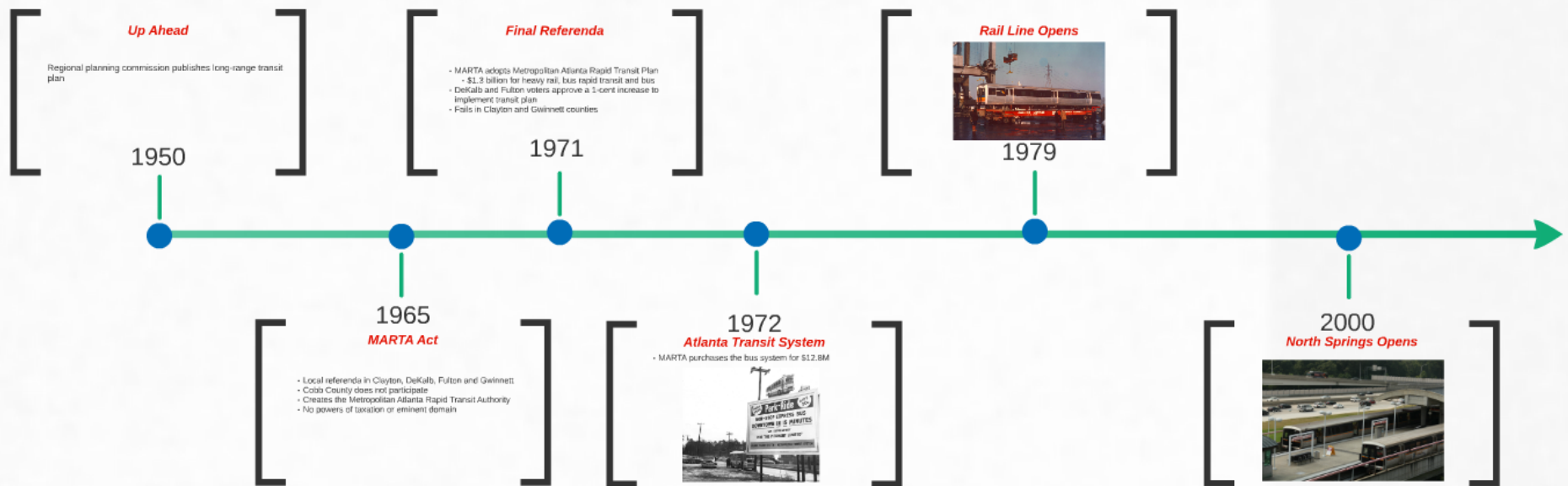
110 development projects since 2013



30% DBE participation

History







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



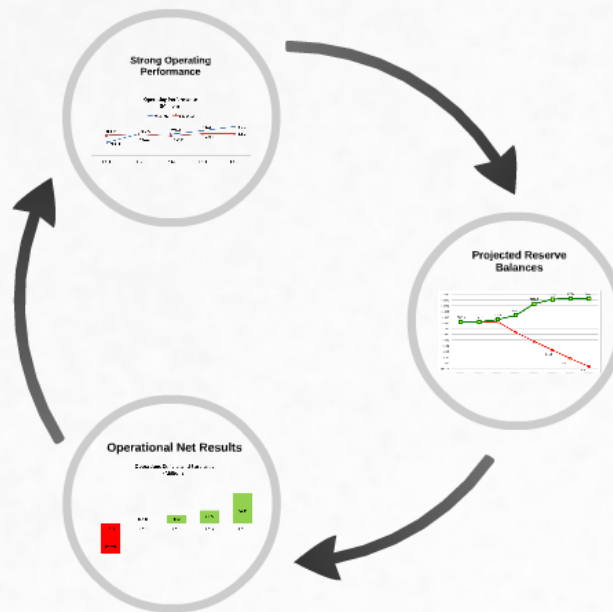
Light rail stations
Express bus routes
Mobility vans



Clayton County

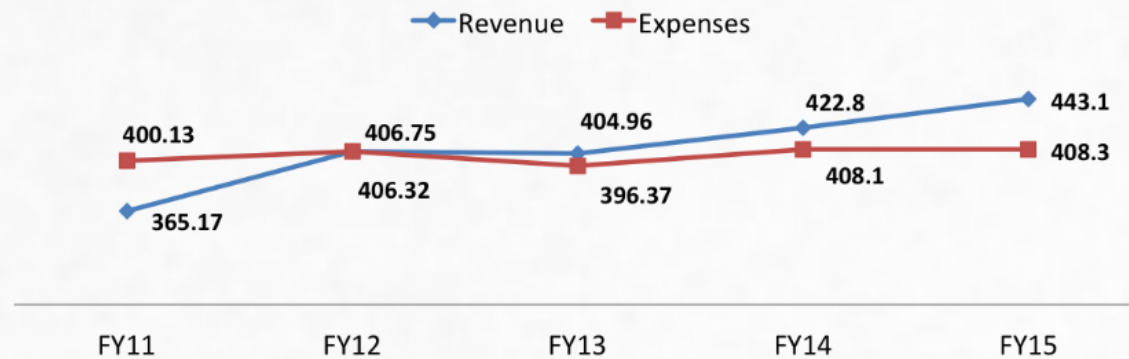


Financial Stewardship



Strong Operating Performance

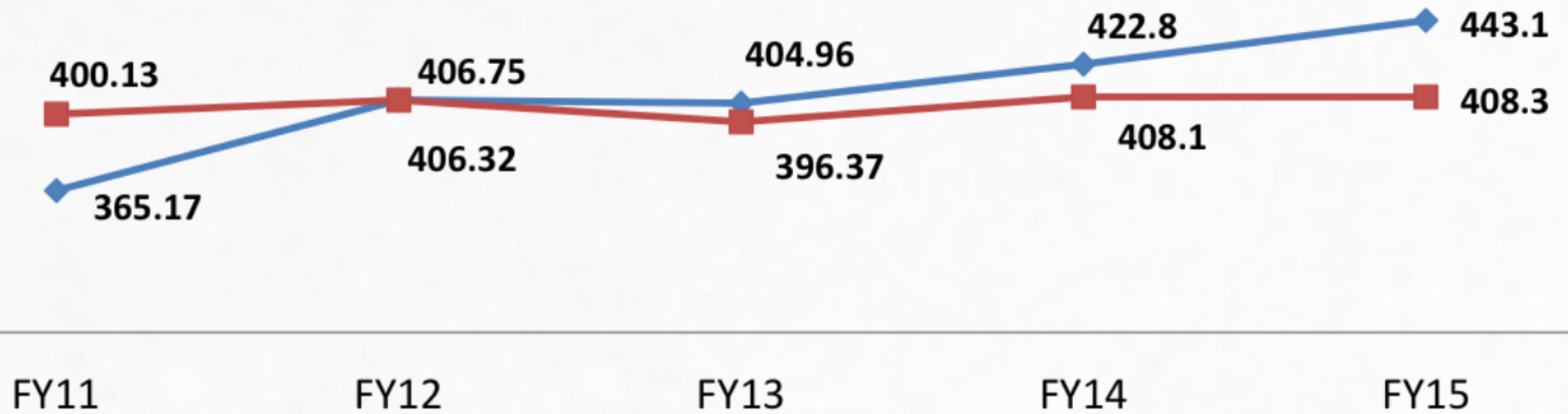
Operating Performance
(Millions)



Performance

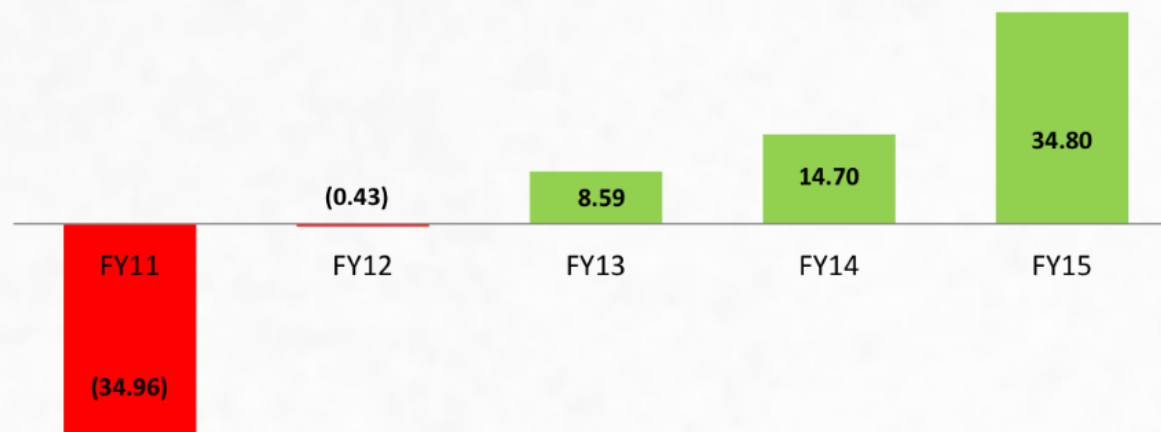
Operating Performance (Millions)

—◆— Revenue —■— Expenses



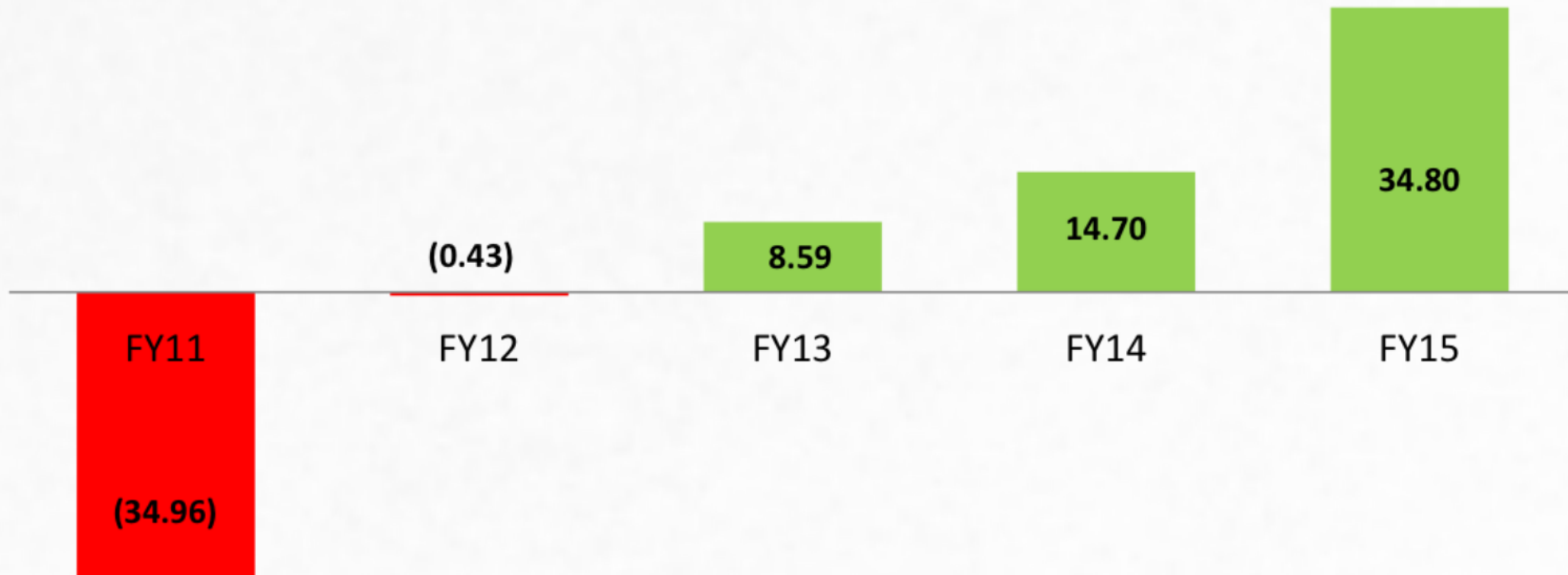
Operational Net Results

Operations Deficits and Surpluses
(Millions)

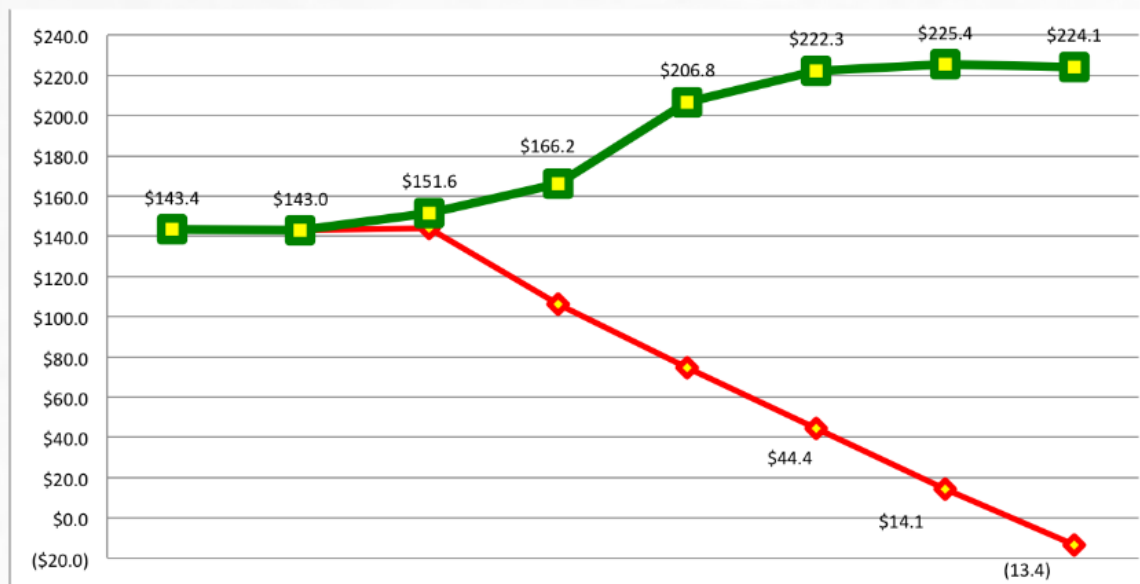


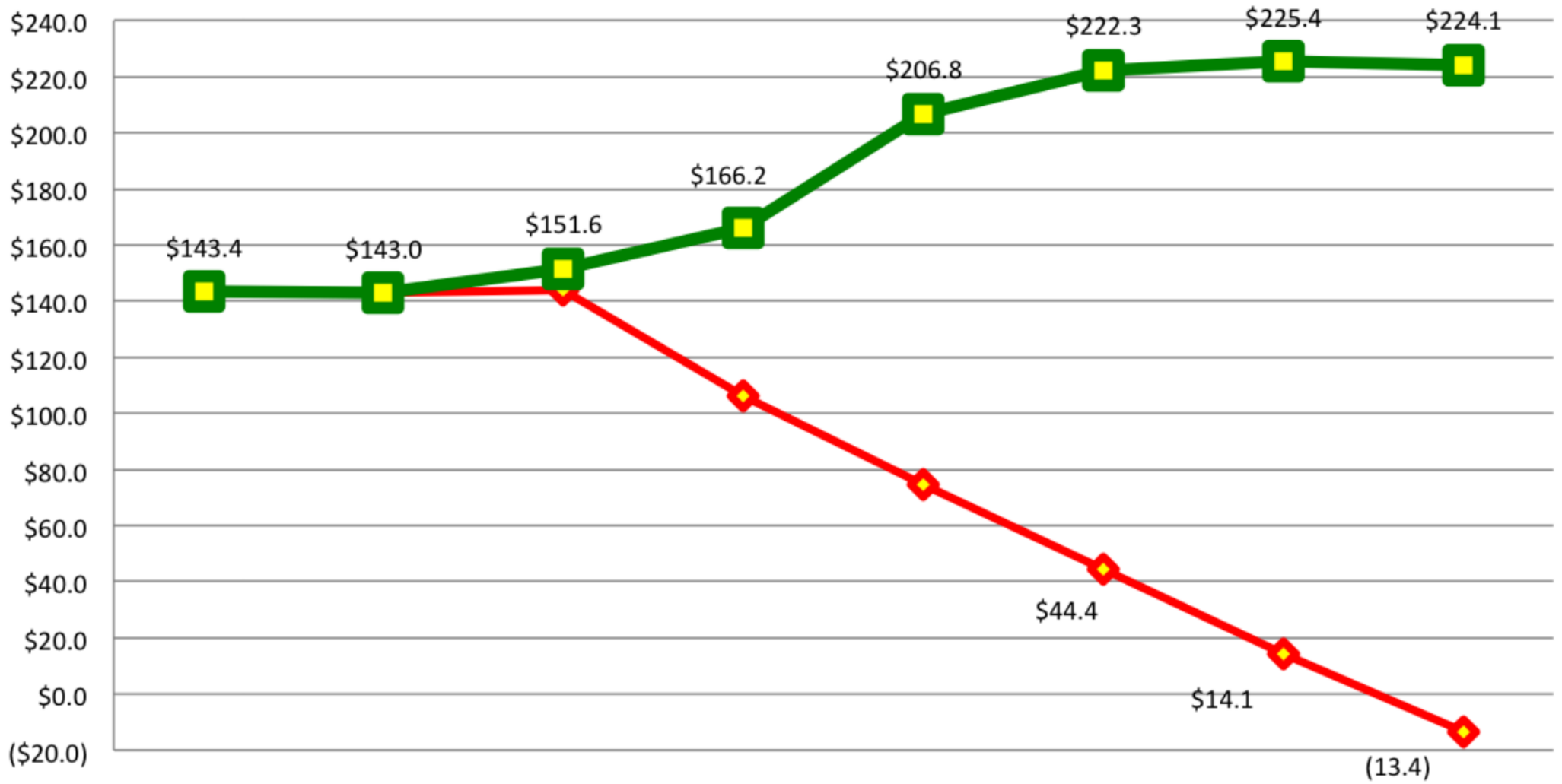
Operational Net Results

Operations Deficits and Surpluses (Millions)



Projected Reserve Balances

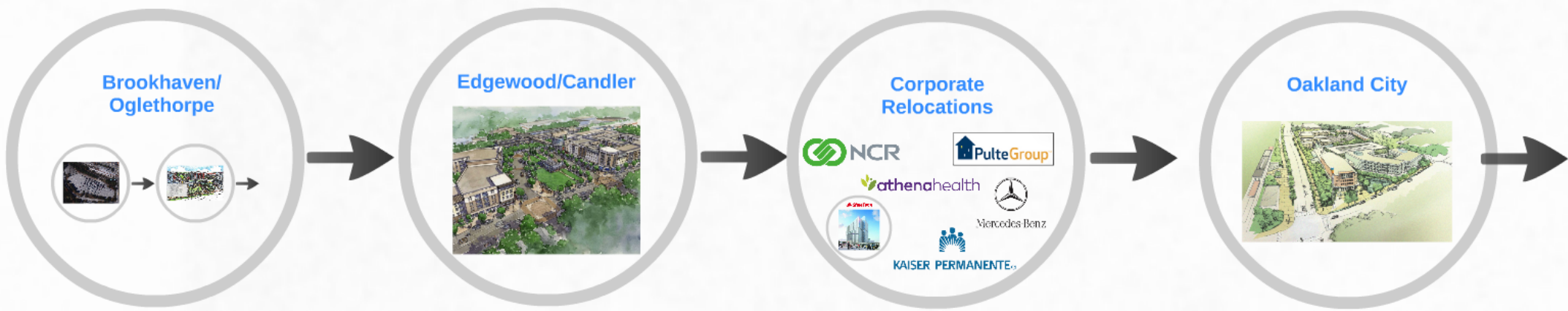




Transit-Oriented Development



Development




Brookhaven/ Oglethorpe





Hudson Grille
Brookhaven

Brookhaven
-Oglethorpe Station 

Fernwood Cir NE

Fernwood Cir NE

Apple Valley Rd

Sylv



Three-phase project:

- Apartments
- Retail and office
- Senior housing
- Civic space
- Hotel



Three-phase project:

- Apartments
- Retail and office
- Senior housing
- Civic space
- Hotel

Edgewood/Candler





Corporate Relocations



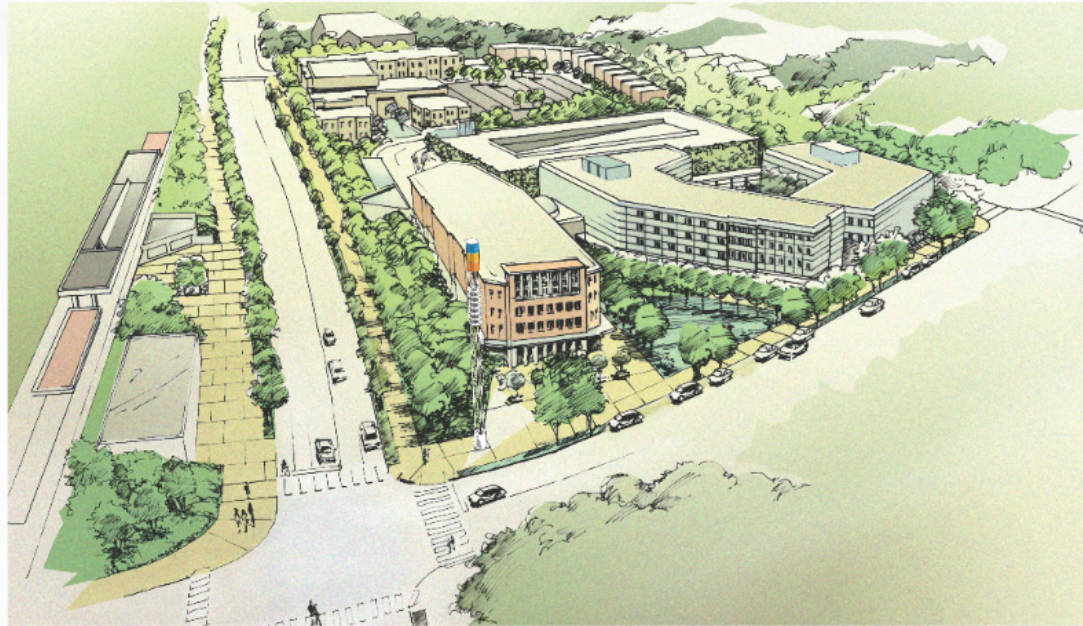
Mercedes-Benz

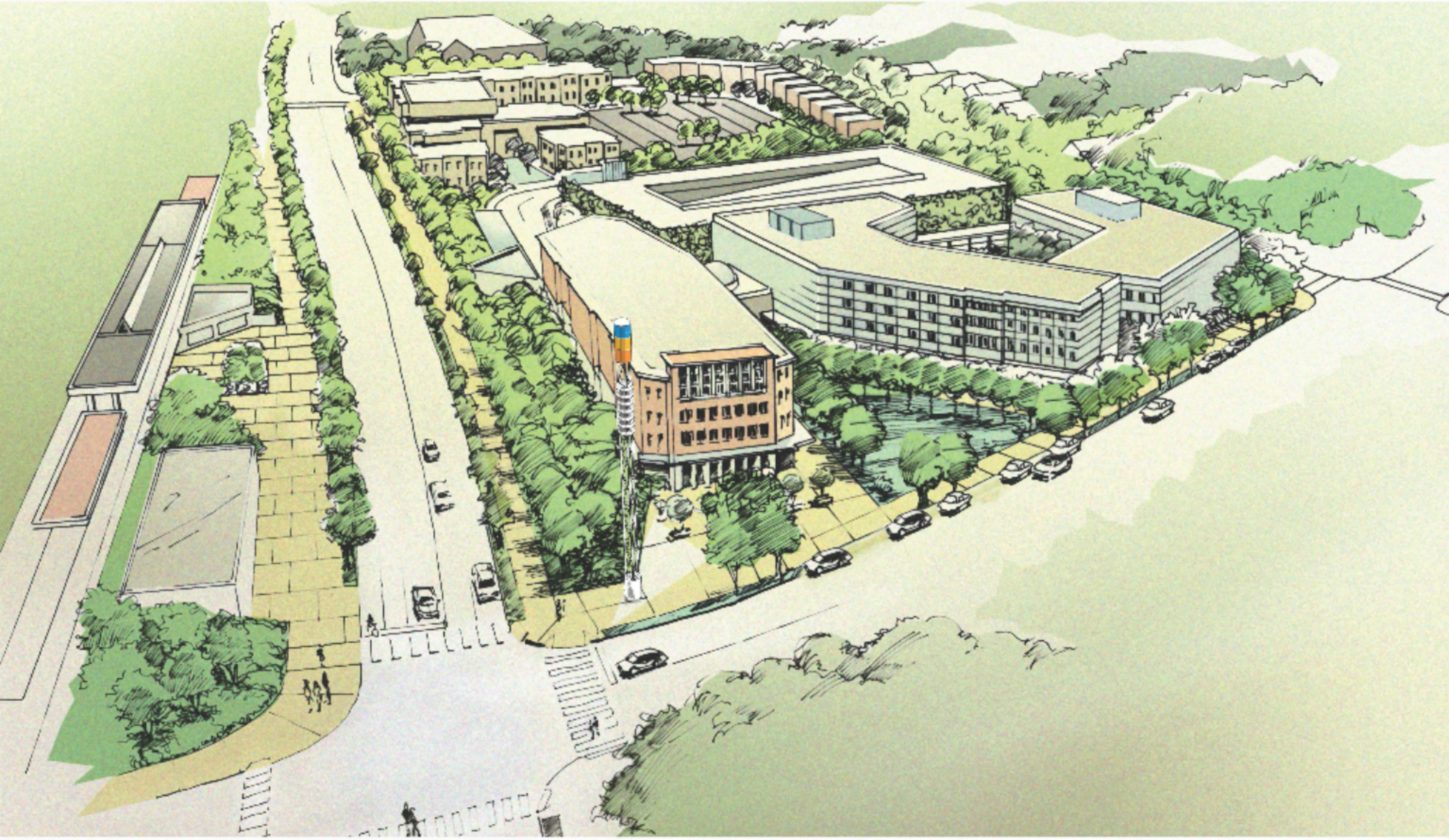


KAISER PERMANENTE®



Oakland City







Expansions



I-20 East



Clifton Corridor



Connect 400



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."

Clayton High-Capacity Transit



I-20 East



Clifton Corridor



Connect 400



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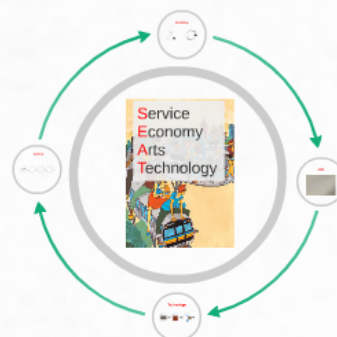
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Atlanta Journal-Constitution
Jan. 2015

Clayton High-Capacity Transit



Transforming for the Future



- Boosted rail and bus frequency
- Upgraded fleet
- "On the Go" and "See and Say" mobile apps

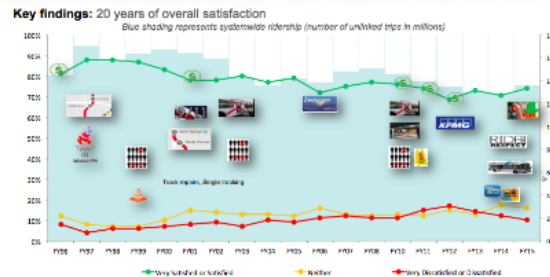
• Working closely with the city to improve the transportation system





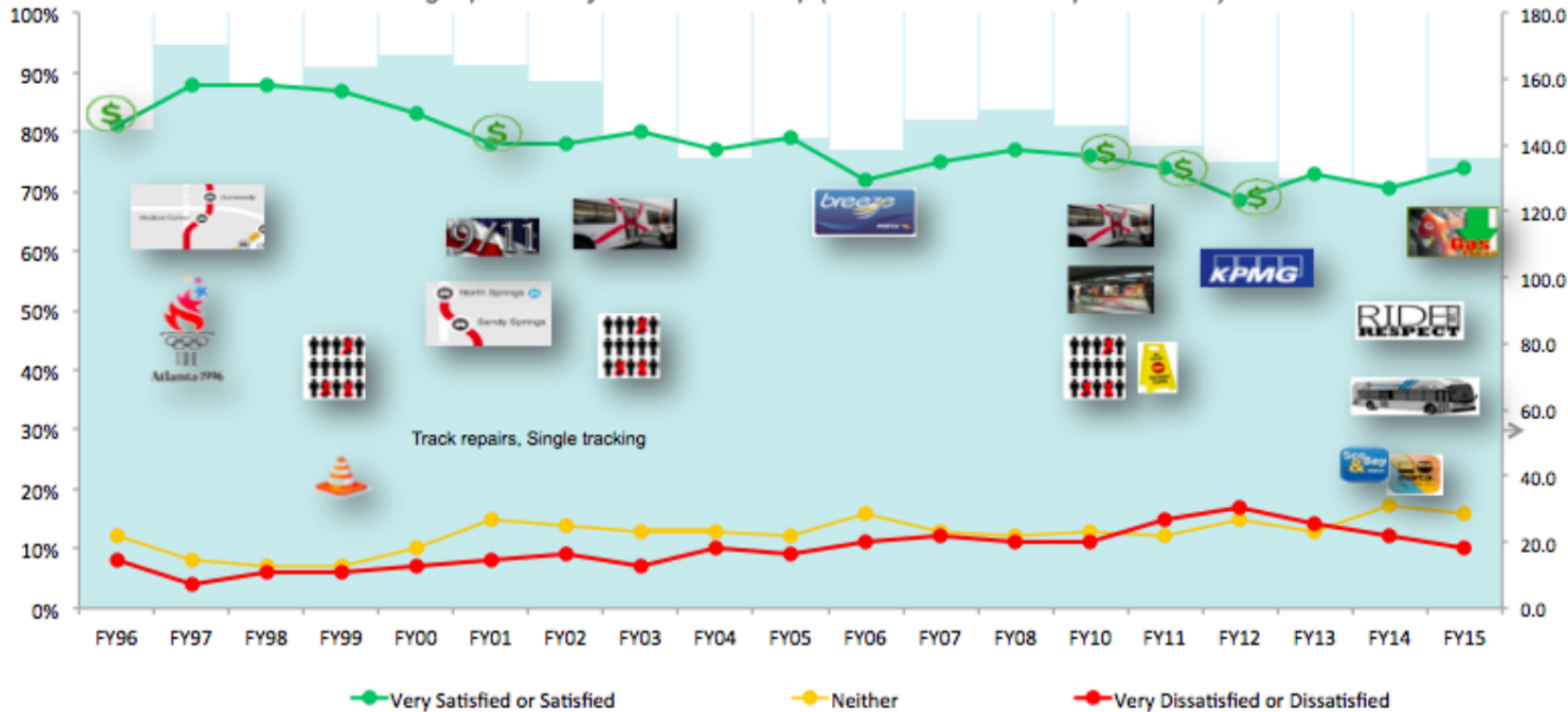
- Boosted rail and bus frequency
- Upgraded fleet
- "On the Go" and "See and Say" mobile apps

- Weekday ridership exceeds 433,000 trips
- 5.3% increase in ridership
- Highest customer satisfaction since the Olympics



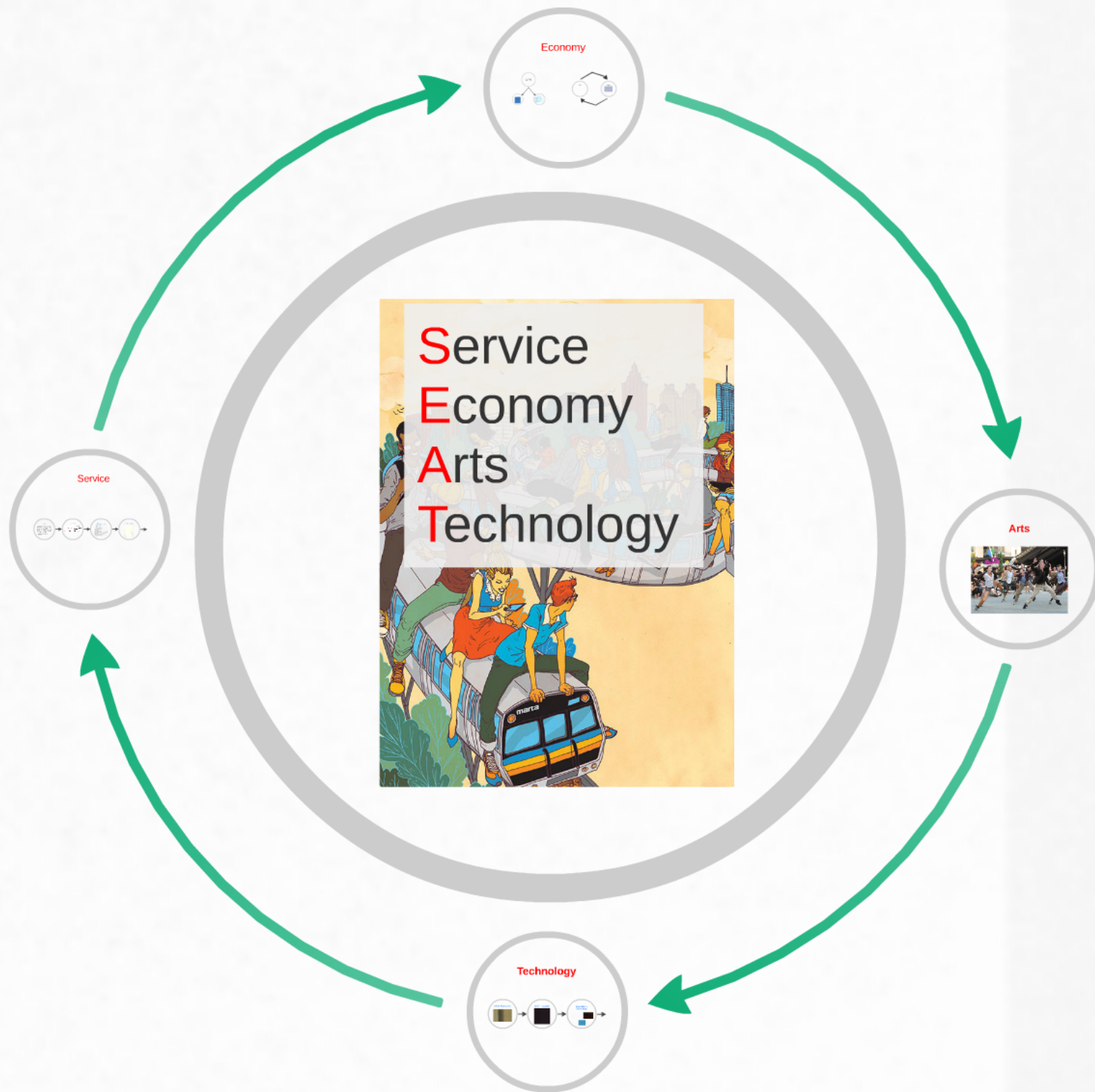
Key findings: 20 years of overall satisfaction

Blue shading represents systemwide ridership (number of unlinked trips in millions)



- **Weekday ridership exceeds 433,000 trips**
- **5.3% increase in ridership**
- **Highest customer satisfaction since the Olympics**

4
30
20
10%
0%



Arts



Technology



Technology

Smart Restrooms



Wi-Fi + Cellular



Innovation +
Technology



Smart Restrooms



Wi-Fi + Cellular



Innovation + Technology





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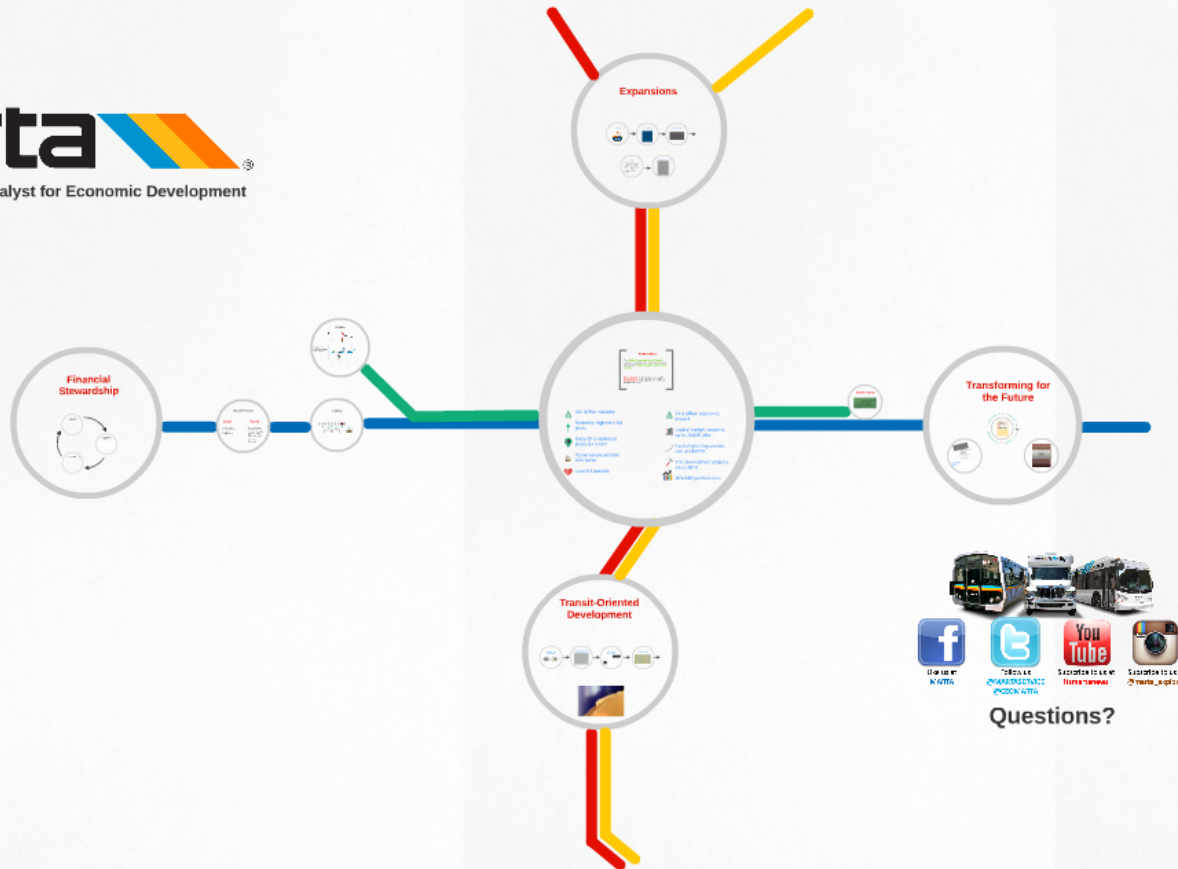


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Questions?



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