



move

Study Fact Sheet

Background

The Metropolitan Atlanta Rapid Transit Authority (MARTA) system is one of the transit industry's most innovative and efficient large systems in the United States. In the 1970's MARTA was one of the first U.S. transit agencies in more than 30 years to plan, design and build a new rail system. Over the years, MARTA's service area has changed dramatically. Population and employment have continued to migrate from the center city to the suburbs, leading to an increasing dispersion of trip-making. Whereas commuting patterns were focused on downtown Atlanta and major corridors just 30 years ago, now commuting patterns are more often suburb to suburb. While MARTA has continued to effectively serve Fulton and DeKalb Counties, it recognizes that it is timely to re-examine the service delivery models (bus, rail and paratransit) that it has operated for the past 30 years. In addition, MARTA intends to re-examine its marketing and customer service programs to ensure that it is focusing on the appropriate market segments, communicating effectively with its users and non-users, and creating a more customer-focused system.

Study Objective

MARTA is conducting a study named MOVE which stands for *Making Operations Very Efficient*. The study was initiated to review its current methods of bus, rail and paratransit service delivery and identify new service

models that will better serve its customers' changing travel patterns and needs. In addition, this study will review MARTA's marketing and customer service activities and identify ways to be more responsive to its customers. The five main objectives MARTA plans to achieve through this study are the following:

- **Customer Focused System**
Provide services that reflect the travel needs and priorities of all of our service area residents
- **Competitive System**
Provide services that are competitive with all other travel options by meeting market segment expectations
- **Integrated System**
Develop a transit system that is multi-modal in function and regional in scope
- **Sustainable System**
Provide appropriate types and levels of service that are consistent with the market demands and are maintainable under current financial conditions
- **Accessible System**
Create innovative ways to provide transit options that improve the quality of life for all residents within the MARTA service area and region

March 2008

Public Involvement Program

MARTA has embarked on an extensive public involvement program as part of the MOVE study. The study and public involvement initiatives began in September 2007 and the process is designed to ensure public input in the development and evaluation of alternative bus, rail and paratransit operations by actively encouraging and facilitating the involvement of the general public, elected officials, business groups, interest groups, neighborhood organizations, agency representatives, and other stakeholders.

There will be many opportunities for the public to provide comments regarding the study, including the MARTA website, emails, communication with project staff, and public meetings.

Upcoming Public Forum #1 Meetings

<u>Date</u>	<u>Time</u>	<u>Location</u>
Monday, March 17, 2008	7:00 P.M - 8:30 P.M.	South Fulton Service Center
Tuesday, March 18, 2008	7:00 P.M - 8:30 P.M.	Adamsville Recreation Center
Wednesday, March 19, 2008	7:00 P.M - 8:30 P.M.	Georgia State Alpharetta Campus
Thursday, March 20, 2008	7:00 P.M - 8:30 P.M.	Chamblee Library
Monday, March 24, 2008	7:00 P.M - 8:30 P.M.	John Burdine Neighborhood Center
Tuesday, March 25, 2008	7:00 P.M - 8:30 P.M.	Peachtree Branch Library
Wednesday, March 26, 2008	7:00 P.M - 8:30 P.M.	East Lake YMCA
Thursday, March 27, 2008	7:00 P.M - 8:30 P.M.	Gresham Recreation Center
Saturday March 29, 2008	10:00 A.M - 11:30 A.M.	Dunbar Recreation Center
Monday, March 31, 2008	7:00 P.M - 8:30 P.M.	Clarkston Library
Tuesday, April 1, 2008	7:00 P.M - 8:30 P.M.	DeKalb Medical Center Hillandale

Please visit the MARTA website for more information and study updates: www.itsmarta.com

For additional information, please contact:

Thelma J. Hayes
Project Coordinator
System Optimization Study
2424 Piedmont Road, NE
Atlanta, Georgia 30324-3330
(404) 848-5028
thayes@itsmarta.com

OR

Marcus Arnold
Transit Planner
HDR Engineering, Inc.
301 Perimeter Center North, Suite 400
Atlanta, GA 30346-2402
(678) 775-4806
marcus.arnold@hdrinc.com

Prepared by:

HDR



A Better Way

www.itsmarta.com 404-848-5000 TTY: 404-848-5665 Accessible Format: 404-848-4037

Public Forums

Three (3) rounds of public forums will be held to share information and provide opportunities for public input between MARTA and the public, at conveniently located facilities along the MARTA bus and transit routes. The meetings will occur following key developments of the study to provide opportunities for the general public to discuss their priorities, options and perceptions regarding the MARTA System. The three rounds of public forums will cover the following planning phases of the study:

Public Forum #1 - Existing Conditions & Study Purpose
(March 2008)

Public Forum #2 - Market Research & Service Delivery Options
(August 2008)

Public Forum #3 - Draft Service Delivery Recommendations
(January 2009)