



GET READY....MARTA IS ON THE MOVE!

Study Purpose

MARTA is conducting a study named MOVE which stands for "Making Operations Very Efficient". The study was initiated by MARTA to review its current system. The study will examine and propose actions to address issues related to its bus, rail, and mobility operations. In addition, this 18-month 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

Study Schedule

- **Collect Data, Evaluate Existing Service (September 2007–March 2008)**

- **Public Forum #1 (March 2008)**

Present study purpose and existing conditions, as well as obtain input regarding current system

- **Conduct Market Research, Develop Possible Service Changes (April 2008–July 2008)**

- **Public Forum #2 (August 2008)**

Obtain input on the proposed market segments and service delivery options

- **Evaluate and Recommend Service Changes (September 2008–December 2008)**

- **Public Forum #3 (January 2009)**

Provide draft recommendations about service delivery options, marketing, and customer service functions

You May Submit Comments To:

By Direct Mail: c/o PEQ
6067 Roosevelt Hwy
Union City, GA 30291

By E-mail: contact@peqatl.com
By FAX: 770-306-7754

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



A Better Way

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