

PUBLISHED FOR THE METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY



ATLANTA

NOV-DEC 2007

on the go





Improving Traffic and Air Quality in Downtown Atlanta

The Downtown Transportation Management Association (TMA) has been working diligently since 2000 to help Downtown employers and employees with their transportation needs. A program of Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District (ADID), the TMA helps Downtown employers attract and retain the best employees with free services including onsite seminars, workshops, Lunch & Learns and free financial incentives designed to increase the number of commuters who ride transit, carpool, vanpool, bike and walk.

With an eye on the future, the Downtown TMA is working to increase participation in commute options programs and create transportation solutions that benefit Downtown and Atlanta's traffic and air quality.

If you work Downtown, learn more by visiting www.atlantadowntown.com. Click on 'Getting Around.'

An advertisement for the Downtown TMA Commuter Rewards program. The top half features the text "EARN BIG BUCKS" in large, bold, green, 3D-style letters against a red background with radiating lines. Below this, the Downtown TMA logo is displayed, consisting of a blue gear icon and the letters "TMA" in blue. To the right of the logo, the text reads: "Start or continue to log your clean commute, Register and log online with Commuter Rewards Win Cash and Prizes!". At the bottom, a red banner contains the text: "The Downtown TMA is here to help you drive your Transportation needs. For more information, please visit www.DowntownTMA.org".



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MARTA Board

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Atlanta On The Go is published monthly by New World Communications, Inc., 1076 Canton St., Roswell, GA 30075. Publisher: Clint Smith, Editor: Helen Kelley, Graphic Designer: Diana Smith.

The magazine is available at MARTA rail stations and in Atlanta area hotels and visitor centers.

For advertising rates and information call 770-992-7808.

ATTENTION MARTA RIDERS!

MARTA is introducing the *MARTA Ride Guide*, which will replace *Atlanta On The Go*. The Ride Guide will contain all of the information you need to navigate your way around Atlanta, including the rail map, fare and pass information, hours of operation, Breeze Card instructions, and important contact phone numbers.

The *Ride Guide* will be available in all of the same outlets where you've found *Atlanta On The Go* in the past.





Building A Better



The Metropolitan Atlanta Rapid Transit Authority (MARTA) over the past few years has implemented a comprehensive plan to build a better system. Exciting improvements are currently underway in all 38 rail stations to enhance service and improve the overall customer experience. These projects include a significant reinvestment in safety and security equipment, communications systems, and overall customer service offerings.

MARTA's number one priority is to provide customers with a safe and secure environment and enhancements are being made in this area. An extensive lighting program is underway that incorporates new bright white lighting in all rail station concourses, platforms and parking lots. So far 10 stations have been completed, and work will soon begin on the Plaza area of Five Points Station, where the system's two main rail lines meet. In early 2008, MARTA

will complete an upgrade of 474 original cameras and installation of 1,038 new cameras. These cameras are equipped with fiber optic technology and digital recording capabilities, which will improve the system's quality and usability.



MARTA is committed to improving the quality of service to our customers. With the new Breeze smart card fare collection system now up and running in all 38 rail stations, traveling the system is even more convenient. Customers can load value or a

System One Station at a Time

variety of discount passes on their Breeze card and purchases can be made using cash or credit cards. Customers simply tap their card to a target on the gate to deduct the fare when entering a station. Thanks to an extensive education and community outreach campaign, MARTA has distributed over 1 million Breeze cards to customers.

New technology is also being incorporated into MARTA's communications systems. High-quality communication tools are essential to keeping customers informed, and MARTA is currently working on projects to enhance its Visual Public Address System (VPAS), an



electronic sign system and in-station telephone network. The VPAS system will provide valuable service information to customers on a scrolling sign. MARTA is currently installing new signs in a number of stations and working to upgrade the existing ones.

MARTA takes pride in the service we provide and has recently kicked off a station enhancement initiative to ensure our customers enjoy a safe and inviting environment when using the system. Areas around all 38 stations are being redesigned to enhance security, improve pedestrian walkways and add to the overall appearance of the station. New landscaping, lighting, street furniture and trash receptacles are being installed. The first fourteen stations in phase one of the project were completed during the summer.

While these projects are underway, MARTA continues to assess system needs and plan for the future. MARTA remains committed to working with customers to find new and innovative ways to enhance and improve the quality of its transit service.

www.itsmarta.com



around TOWN

EVENTS OF



Animal Symbolism

"Symbolic Use of Animals in African Cultural Arts" is on exhibit through October, 2008, at the T. Gate Gallery in the Atlanta Hartsfield-Jackson Airport. This exhibit establishes the cultural unity of Egypt in Africa, the harmonious relationship between humans and animals, and shows how animal attributes are symbolically used to communicate standards of values and behavior.

MARTA directions: Exit Airport Station

Photography of Paul Goldman

Visit the exhibition "The Forgotten Photographs: The Work of Paul Goldman from 1943-1961," through December 31 at the Breman Museum. As a press photographer, Goldman captured an astonishing array of images recording the birth and growth of the State of Israel. **For more information, visit www.thebreman.org, or call 404-870-7685. The Breman Museum is located at 1440 Spring Street, NW.**

MARTA directions: Exit Arts Center Station

Art from the Heart

Paintings of more than 60 soldiers from Georgia, killed in Iraq and Afghanistan, are in this "Art from the Heart" exhibit at the Museum of Patriotism through November 11. Presented by the Atlanta Fine Arts League. **For more information, call 404-875-0691 or visit www.museumofpatriotism.org.**

MARTA directions: Exit Arts Center Station

Celebrate Black Storytellers

The Kuumba Storytellers of Georgia hosts the 25th Annual National Association of Black Storytellers Conference and Community Festival, "In the Tradition... Our Roots, Our Story, Our Dreams, Our Glory," from November 14-18. **For event venues and a complete schedule, visit www.nabsinc.org, or contact Akbar Imhotep at 404-503-3307.**

Morehouse College Glee Club

On Nov. 18, Ebenezer Baptist Church presents the "Celebrating Life" Concert Series. This benefit, featuring the Morehouse College Glee Club, will aid women, children, and youth in South Africa. General admission is \$30 and tickets must be purchased in advance. **Visit www.projectpeoplefoundation.org, or call 404-580-0836 for information. Ebenezer Church is located at 407 Auburn Ave., NE.**

MARTA directions: Exit King Memorial Station

Go All Night at the High

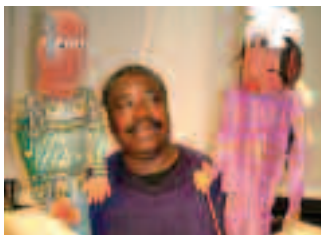
"Go All Night!" Enjoy 16 overnight hours of fun at the HIGH on November 23. View exhibitions including "Louvre and the Ancient World," and "Inspiring Impressionism." Last year's event featured live music, art-making activities, French trivia, and an all-night movie marathon. **For programming details, visit www.high.org, or call 404-733-HIGH. The High Museum of Art is located at 1280 Peachtree Street.**

MARTA directions: Exit Arts Center Station

Christmas Parade

The 27th Annual Children's Healthcare of Atlanta Christmas Parade is scheduled for December 1 at 10:30 am. Marching bands, holiday floats, giant balloons and Santa are among the highlights. The Parade begins at Peachtree Street near Baker Street. **For more information, visit www.choa.org/festival, or call 404-785-NOEL.**

MARTA directions: Exit Peachtree Center Station



Mr. Akbar Imhotep



Josie Bailey

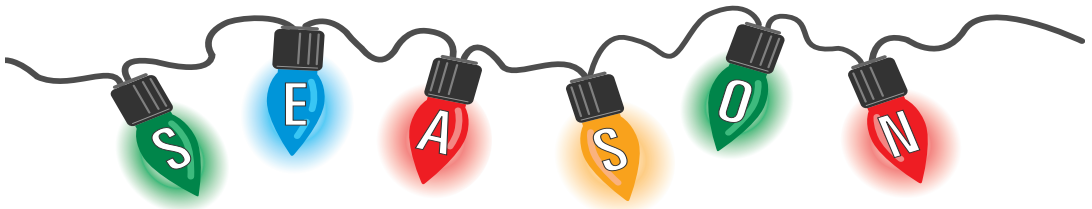


Photo courtesy of Children's Healthcare of Atlanta

Festival of Trees

The 2007 Festival of Trees has moved! This beloved holiday tradition will be held at the Atlanta History Center from December 1-29. More than 60 designer trees and wreaths will be on display and for sale, benefiting Children's Healthcare of Atlanta. **Visit www.AtlantaHistoryCenter.com, or call 404-814-4000** for more information. **The Atlanta History Center is located at 130 W. Paces Ferry Rd., NW.**

MARTA directions: Exit Lindbergh Station and catch Bus Route 38



Holiday Pops

The Atlanta Symphony presents "A Very Merry Holiday Pops," featuring maestro Michael Krazewski and a chorus of cool, Yule tunes. **Call 404-733-6615 or visit www.atlantasympphony.org/about/hall.html, for more information.** **Symphony Hall is located in the Memorial Arts Building,**

Woodruff Arts Center, 1280 Peachtree St., NE.
MARTA directions: Exit Arts Center Station

Nutcracker

The Atlanta Ballet presents the "Nutcracker" at the Fabulous Fox Theatre from December 1-29. This holiday tradition ushers in Atlanta's holiday season. **For more information, visit www.atlantaballet.com, or call 404-881-2100.** **The Fabulous Fox is located at 660 Peachtree Street, NE.**

MARTA directions: Exit North Avenue Station

Breakfast with Santa

Have breakfast with Santa Claus on December 15, from 8-10 am at the Decatur Holiday Inn Select, Decatur Conference Center. Admission is \$10 for adults, \$5 for children. **Call 404-371-9583 to reserve tickets. Space is limited.** **The Holiday Inn Select is located at 130 Clairmont Road, Decatur.**

MARTA directions: Exit Decatur Station

The Chick-fil-A Bowl Game

Atlanta's bowl game tradition will kick-off at 7:30 pm on December 31 at the Georgia Dome. **For more information, visit www.chik-fil-awowl.com, or call 404-223-9200.** **The Georgia Dome is located at 1 Georgia Dome Drive, NW.**

MARTA directions: Exit Dome/Philips Arena/GWCC Station

Peach Drop

New Year's Eve wouldn't be the same without attending the 20th Annual Peach Drop at Underground Atlanta on December 31. Beginning with children's activities at noon, Underground will be alive with fun for the entire family. **For more information, visit www.peachdrop.com, or call 404-523-2311.** **Underground Atlanta is located at 50 Upper Alabama Street.**

MARTA directions: Exit Five Points Station



RideStore/Cashier Locations

You can purchase unlimited ride Weekend, Weekly, Monthly and Visitor Passes at the following convenient locations.

Airport Station

6:30 a.m. to 10:30 pm, M-F; 7:30 a.m. to 10:30 pm Sat. & Sun.

Five Points Station

6:30 a.m. to 7:00 pm, M-F; 7:30 a.m. to 5:00 pm Sat. Closed Sunday.

Lenox Station

7:00 a.m. to 6:00 pm, M-F. Closed Sat./Sun.

Lindbergh Station (Inside Headquarters Bldg.)

6:00 a.m. to 6:00 pm, M-F. Closed Sat./Sun.

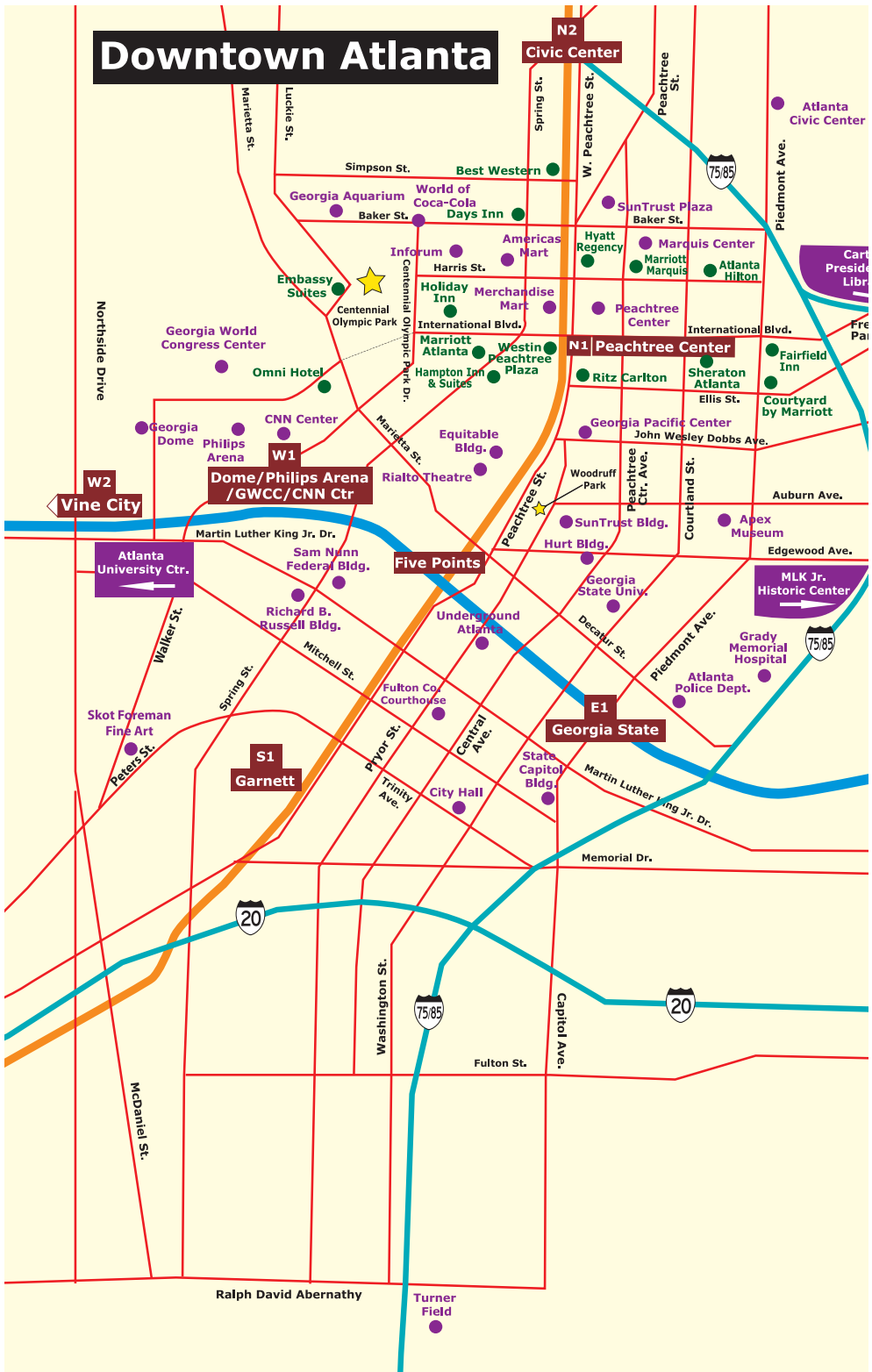
Sandy Springs and North Springs Stations

Open 24 hours, 7 days a week.

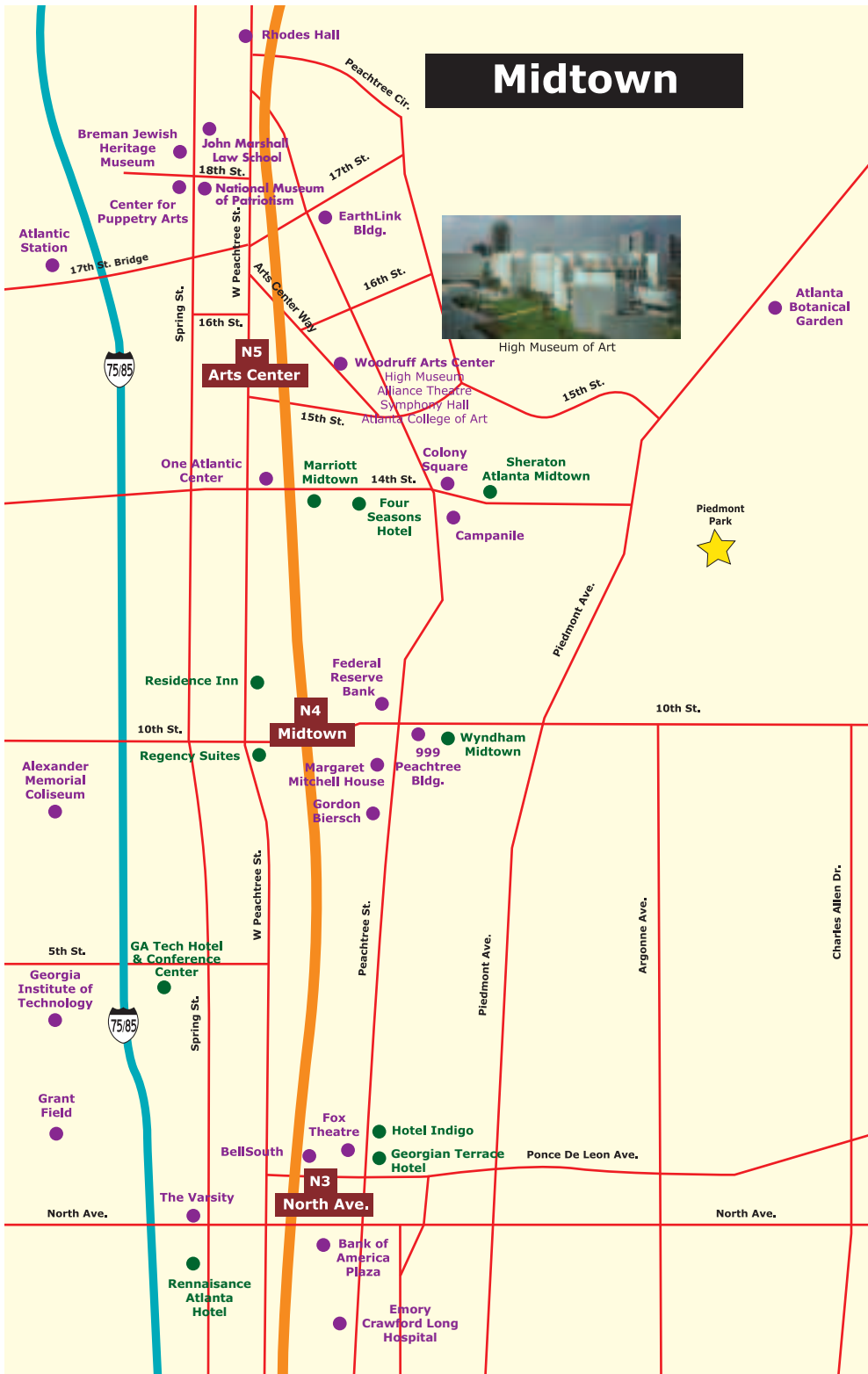
** (Visitor Passes are not available at these two cashier locations:**

NORTH

Downtown Atlanta



Midtown



Landmarks and Cultural Institutions: Rhodes Hall, Breman Jewish Heritage Museum, John Marshall Law School, National Museum of Patriotism, Center for Puppetry Arts, EarthLink Bldg., Woodruff Arts Center (High Museum of Art, Alliance Theatre, Symphony Hall, Atlanta College of Art), Atlanta Botanical Garden, High Museum of Art.

Hotels: Residence Inn, Marriott Midtown, Four Seasons Hotel, Sheraton Atlanta Midtown, Wyndham Midtown, Regency Suites, GA Tech Hotel & Conference Center, Hotel Indigo, Georgian Terrace Hotel, Renaissance Atlanta Hotel.

Other Points of Interest: Alexander Memorial Coliseum, Georgia Institute of Technology, Grant Field, The Varsity, Fox Theatre, Emory Crawford Long Hospital, Bank of America Plaza, Campanile, One Atlantic Center, Colony Square, Federal Reserve Bank, Margaret Mitchell House, Gordon Biersch, 999 Peachtree Bldg., BellSouth.

Streets: Peachtree Cir., 17th St., 16th St., 15th St., 14th St., 13th St., 12th St., 11th St., 10th St., 9th St., 8th St., 7th St., 6th St., 5th St., North Ave., Spring St., W Peachtree St., Peachtree St., Argonne Ave., Ponce De Leon Ave., North Ave.

Transit: N5 Arts Center, N4 Midtown, N3 North Ave.

Buckhead



Chastain Park
Powers Ferry Rd.

Roswell Rd.

400

Wieuca Rd.

Wieuca Rd. Baptist Church

Peachtree Rd.

NE8

Brookhaven

Sierra Suites

Piedmont Center

Buckhead Loop

Phipps Plaza

Ritz-Carlton Buckhead

Galyan's and Target

Sheraton Buckhead

Habersham Rd.

One Securities Center

Homewood Suites

Hampton Inn

Tower Place

N7

Buckhead

Lenox Square

Westin

JW Marriott

NE7

Lenox

Peachtree Presbyterian Church

Courtyard by Marriott

Grand Hyatt

AmeriSuites

Peachtree Rd. Methodist Church

Eatzzi's

Buckhead Village

ESPN Zone

Nightlife
Restaurants
Galleries and
Fine Boutiques

Residence Inn by Marriott

W Paces Ferry Rd.

Atlanta History Center

Andrews Dr.

One Buckhead Plaza

Buckhead Village

ESPN Zone

Cathedral of St. Philip

Second-Ponce de Leon Baptist Church

Cathedral of Christ the King

W Wesley Rd.

E Wesley Rd.

400

Home Design Center
featuring
Fine Antiques
and Galleries

Miami Circle Market Center

Sidney Marcus Blvd.

N6

Lindbergh Center

Buford Hwy.

85

Lindbergh Way

Lavista Rd.

Lindbergh Dr.

Peachtree Hills Ave.

Piedmont Rd.

Cheshire Bridge Rd.

getting AROUND

Agnes Scott College

Bus 15 from Decatur Station.

Alliance Theater

Arts Center Station.

Apex Museum

Bus 3 from Five Points Station.

Art Institute of Atlanta

Sandy Springs Station.

Atlanta Botanical Gardens

Bus 36 from Arts Center Station.

Atlanta History Center

Bus 23 from Lenox Station.

CNN Studio Tour

GA Dome/GWCC Station

Carter Presidential Library

Bus 16 from Five Points Station.

Center for Puppetry Arts

Two blocks west of Arts Center Station.

Childrens Healthcare of Atlanta

Medical Center Station.

Cyclorama

Bus 97 from Five Points Station or Bus 97 from King Memorial Station.

Emory University, Michael C. Carlos Museum

Bus 6 from Edgewood/Candler Park or Lindbergh Center Stations.

Fernbank Museum of Natural History

Bus 2 from North Ave. Station.

Fernbank Science Center

Bus 2 from North Ave. Station or Avondale Station.

Fox Theatre

North Ave. Station

Georgia Aquarium

Peachtree Center Station.

Georgia Dome

GA Dome/GWCC Station.

Georgia State University

Georgia State Station.

Georgia Tech

Bus 13 from North Avenue Station or Bus 98 from Arts Center Station.

Georgia World Congress Center

GA Dome/GWCC Station.

High Museum of Art

Arts Center Station.



Interdenominational Theological Center

Bus 3 from Five Points Station.

Lenox Square

Lenox Station.

Marcus Jewish Community Center

Bus 150 from Dunwoody Station

Margaret Mitchell House

Midtown Station.

MARTA Headquarters

Lindbergh Center Station.

Martin Luther King, Jr. Center for Non-Violent Social Change

Bus 3 from Five Points or Edgewood/Candler Park Station or Bus 99 from North Avenue Station.

MOCA GA

Arts Center Station.

Morehouse College

Bus 13 from West Lake or North Avenue Station.

Museum of Design Atlanta

Peachtree Center Station.

Northside Hospital

Medical Center Station.

Oglethorpe University, Conant Performing Arts Center

Bus 23 or Bus 41 from Brookhaven Station.

Peachtree Center

Peachtree Center Station

Perimeter Mall

Dunwoody Station.

Phipps Plaza

Bus 23 or Bus 25 from Lenox Station.

Robert Ferst Center for the Performing Arts

Bus 98 from Arts Center Station.

South DeKalb Mall

Bus 15 from Decatur Station or 186 from Five Points Station.

Spelman College

Bus 51 from Vine City Station.

St. Joseph's Hospital

Medical Center Station.

The World of Coca Cola

Peachtree Center Station.

Underground Atlanta

Five Points Station.

Zoo Atlanta

Bus 97 from Five Points Station or Bus 197 from King Memorial Station.

it's MARTA

Atlanta's traffic congestion is legendary. MARTA makes traveling around the city inexpensive and easy! MARTA has stations in the Atlanta Metropolitan and DeKalb County areas, as well as, at the airport next to baggage claim. MARTA offers over 24,000 FREE parking spaces located at stations where parking is allowed.

A one-way trip costs \$1.75 and includes transfers within MARTA and/or other regional transit agencies.

The MARTA Visitor Pass provides freedom from traffic hassles. Orders of 15 or more Visitor Passes should be ordered at least 20 business days in advance. Call 404-848-5501 for more information.

If this is your first time using MARTA, it's easy to ride by following these steps.

1. Go to a Breeze Vending Machine in a MARTA station to purchase Breeze Card/Ticket (cash, coins, and debit/credit cards accepted).
2. Tap your Breeze Card/Ticket on the target located on the faregate to enter and exit the train station. Bus transfers are automatically loaded onto your Breeze Card/Ticket when you tap to board a bus or exit the station.

If you are a frequent visitor, the Breeze Card is a better option for you. The same passes that are available on a Breeze Ticket are also available on a Breeze Card which expires in 4 years.

Breeze Cards/Tickets are available for purchase from the Breeze Vending Machines at all of our 38 stations or MARTA RideStores. New Breeze Cards cost \$5 which includes two free trips in addition to whatever fare you load. New Breeze Tickets cost \$0.50 cents in addition to the fare and expire 90 days from the date encoded on the back of the ticket.

MARTA offers many other services and programs. Please visit itsmarta.com or call 404-848-5000 for additional information.

System-wide rail service operates seven days a week from 5 a.m. until 1 a.m.

Hours of Operation

Trains	Frequency
Monday - Friday 5 AM - 1 AM	Peak Hours: 6-9 AM & 3-7 PM Trains run every 10 min* Midday Service Trains run every 20 minutes
Weekend & Holidays 5 AM - 12:30 AM	Trains run every 20 minutes**
* Train operates every 5 minutes from Lindbergh Station to the Airport. ** MARTA may run separate holiday schedules or for major events. Trains may operate as frequently as every 5 minutes.	
Buses	Frequency
Monday - Friday 5 AM - 1:30 AM	Bus times vary on individual routes. Please call customer information at 404-848-5000 for details or check the schedule for your route.
Weekend & Holidays 5 AM - 12:30 AM	

Fare Options

Fare Option	Available on ...
1-day Visitors pass \$8.00 2-day Visitors pass \$9.00 3-day Visitors pass \$11.00 4-day Visitors pass \$12.00	Breeze Card or Ticket
7-day Pass \$13.00 30-day Pass \$52.50 Other multi-day and trip passes also available on the Breeze Card.	Breeze Card
All multi-day passes are valid for consecutive days beginning with the first day of use.	

it's MARTA

CUSTOMER INFORMATION

404-848-5000

6 am - 11pm, Monday-Friday

8 am - 10pm, Saturday and Sunday

TDD/TTY

404-848-5665

MARTA EMPLOYMENT JOB HOTLINE

404-848-JOBS

POLICE EMERGENCIES

404-848-4911

PARATRANSIT SERVICES

404-848-5389

LOST AND FOUND

Items left on trains and buses are brought to the Lost and Found Office, situated near the Forsyth Street exit at the Five Points Station. Property is stored in the office for a maximum of 30 days. If you have lost something on a bus or t rain, call the office and be ready to describe the lost item and/or its contents accurately. Call 404-848-3208.



Better Tracks. Fewer delays. Less time to stand around reading posters

Rebuilt rail cars and 48 miles
of upgraded tracks means more
reliable rail service for you.

marta  | METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY
www.itsmarta.com 404-848-5000 TTY: 404-848-5665



SAME GOODS, SMALLER PACKAGE

The Atlanta On the Go monthly magazines will be replaced with MARTA Ride Guides. Ride Guides will contain all the information you rely on to navigate around Atlanta, including a rail map. Look for it at the same outlets where you've found Atlanta on the Go in the past.

marta  | *A Better Way*