



WHY MARTA MATTERS TO THE ENVIRONMENT

Mobile sources pollute the air through combustion and fuel evaporation. According to The Environmental Protection Agency's 2006 data, Atlanta, had six more unhealthy air quality days in 2006 than the average of the previous five years.¹

As a New Yorker, I was raised using a mass transportation system. I firmly believe in using public transit to reduce vehicle emissions, stress, and time loss due to traffic. As an alternative commuter, MARTA is and has been a reliable commuting resource.

One of MARTA's key priorities is to embrace sustainability through implementation of environmentally responsible practices. The introduction of a reloadable Breeze Card was an environmentally responsible initiative. It provides several sustainable commuting options for wider and easier usage: parking and kiss-ride; advanced route planning; bus/HOV lanes commuting, etc. I take MARTA to go to Hartsfield-Jackson Airport, because of its ease, quickness and reliability. I am loyal to a company which values sustainability.

MARTA is working towards keeping the environment clean by following quality improvement guidelines. Per MARTA's website: "A study conducted by the American Public Transit Association found that in 2001 alone, public transportation use in the Atlanta area saved 19.3 million gallons of gasoline, and kept more than 300 million pounds of pollutants out of the air. MARTA has one of the largest fleet of compressed natural gas buses in the nation, increasing mobility while reducing pollution."

With exorbitant gas prices, continuous road construction and congested roads, why not board MARTA and help reduce gas emissions? MARTA will provide an inexpensive, hassle-free commute. Get on board today and use MARTA as your alternate commute vehicle. Join your friends and invite others to "***dump the pump***", and take a smarter MARTA way today!

¹ United States Environmental Protection Agency, Status and Trends through 2006, Latest Findings on National Air Quality, p. 8.