

THIS IS MAY MARTA

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Annual Report

For the Year Ended June 30

2011



Vision

“MARTA...The transportation choice of the Atlanta Region”

- Regional transit leadership of unique competence and competitiveness
- Safe, reliable and customer-friendly service
- Increasing regional quality of life and economic success
- Respected and valued regional partner with unique expertise

Mission

The mission of the Metropolitan Atlanta Rapid Transit Authority is to strengthen communities, advance economic competitiveness, and respect the environment by providing a safe and customer-focused regional transit system.



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Board of Directors

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Vice Chair



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Frederick L. Daniels
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Wendy Butler



Noni Ellison-Southall



Adam D. Orkin

Ex-Officio Members



Keith Golden



Jannine Miller

Message from the General Manager/CEO



Dr. Beverly Scott, Ph.D.

There is truly no better way to tell the MARTA story than through the voices of the people who operate and maintain the service, travel the system and support the agency each and every day. Our employees, customers and advocates serve as the foundation of everything we do. In Fiscal Year 2011, thanks to the support of all these diverse and dynamic individuals, MARTA continued to make significant contributions to the quality of life and economic success of our region and state.

“My MARTA” means a little something different to each person who interacts with the system. A ride to work come “rain or shine,” a feeling of personal independence, a way to save money and the environment, and an opportunity to serve the community.

This year, through challenges and achievements, our employees and customers worked together to keep our service safe, reliable and efficient. When significant service reductions were required to balance the FY 2011 budget and put the Authority on stable financial footing for the future, our customers and employees stepped up, providing approximately 10,000 comments to MARTA to help us develop a plan that would maintain essential lifeline service to hundreds of thousands of daily riders.

Later in the year, when we re-evaluated some of these service reductions as promised, our customers and employees provided invaluable input to help us refine and improve service to routes that were experiencing serious bus overcrowding and on-time issues. MARTA was also able to restore a scaled-back version of the Braves Shuttle – a big economic support to help bolster our local hospitality industry – which pays for itself.

During one of MARTA’s most difficult service challenges in history – the severe winter storm in January 2011 – employees throughout the Authority went above and beyond working around the clock to help fragile Mobility riders receive life sustaining medical treatment before the snow as well as keep rail service moving once the storm began. Staff also diligently prepared to put bus and Mobility service back on the street when it was safe to do so. Because of

our employees valiant efforts, hundreds of people in the city were able to get to work when no other means of transportation were available.

And throughout the year, our federal and local partners contributed invaluable support to MARTA’s safety and security programs and sustainability efforts. We received \$75 million in discretionary funding including the largest TIGER II grant for the Atlanta Streetcar in coordination with City Of Atlanta.

Thanks to federal funding, the MARTA Police Department was able to utilize the most advanced technology, training, and equipment needed to keep our system safe and secure. A federal grant also supported the ongoing construction of the Laredo Bus Facility Solar Canopy Installation to further “green” our agency, create local jobs and improve the work environment for our employees.

This year also brought together regional transportation and transit stakeholders to craft a project list for the July 2012 transportation sales tax referendum. Proposed projects would help support MARTA’s aging transit infrastructure and invest in an expanded and seamlessly integrated regional transit network.

After 30-plus years of operation, we continued our serious work to review, reset and reposition our organization for the future. At the same time, MARTA has continued to work with our state and local officials on key initiatives such as transit governance and removal of the outdated MARTA Act restrictions.

While everyone’s experience with the system is different, the stories of our customers, employees and community partners have all woven together for more than 30 years to make MARTA the efficient and effective transit agency that it is today. Our goal as an agency, each and every year, is to continue connecting people’s lives by offering accessible mobility options and the best possible transit experience. This is my MARTA!

Sincerely,

A handwritten signature in black ink that reads "Beverly A. Scott". The signature is written in a cursive, flowing style.

Beverly A. Scott, Ph.D.

My MARTA...Gets me where I'm going and improves my quality of life





My MARTA...Mentors Local Students

MARTA is strongly committed to mentoring local young people and encouraging them to consider careers in the transit industry. As part of this effort, MARTA on February 2, 2011, was pleased to welcome 15 talented and motivated students from Junior Achievement of Georgia's JA Fellows program for a Job Shadow Day. Local high school students spent a day with MARTA staff learning about the many career opportunities in transit and what it takes to provide quality transit service to our region and state.

The group participated in lively and insightful discussions about career planning, professional development and networking. In addition, the students, who as part of their JA Fellows experience created companies to sell environmentally friendly products, made business presentations to MARTA staff. Their "green" products included treeless paper, biodegradable trash bags and stapleless staples.



JA Student Comments

- *"My visit to MARTA was fantastic. I enjoyed learning about all the company's initiatives. Talking with Dr. Scott was the highlight of my day."*
- *"I ride MARTA to Falcons games, Six Flags and Grady Hospital."*
- *"I ride MARTA mostly to school and downtown."*
- *"I typically travel to JA Fellows programs and to my home. MARTA has been a very good experience for me and taught me how to navigate better throughout the city."*
- *"My visit today was highly informative. I received an entirely new insight and outlook on MARTA."*



My MARTA...Providing Service in the Storm

The unprecedented winter weather event in January 2011 brought Metro Atlanta to a virtual standstill. As snow and ice covered area roads, nearly all modes of transportation ground to a halt – except for MARTA. Thanks to MARTA's dedicated and hardworking staff, rail service continued to operate during the storm and the Authority was prepared to put buses and Mobility vans back on the street as soon as it became safe to do so.

Our first and foremost priority throughout this winter weather event was the safety of our customers, employees and general public. MARTA staff worked around-the-clock to provide safe and effective transportation service and to keep customers informed. Despite the suspension of bus and Mobility service because of safety concerns, MARTA employees worked tirelessly to provide more than 36,000 and 50,000 passenger trips respectively on Monday and Tuesday – the worst days of the storm. MARTA staff performed admirably under extremely difficult circumstances and succeeded in maintaining a transportation lifeline for people traveling to work and to hospitals while enabling emergency response agencies and other businesses to continue operating. This experience underscored why "My MARTA" is such an invaluable asset.



Voices From The Storm

- *"I was the only person able to make it into the office at all today. Good job MARTA! Thanks!"*
- *"The only way to go in this kind of weather! I highly recommend taking MARTA Rail!"*
- *"took it to Lindbergh and then up to Medical Center...where I am an anesthesiologist...and expected to be there! I had excellent service."*
- *"I am soo impressed with MARTA. Great service..."*
- *"Thanks MARTA for getting me to work today!"*



- *"I commend [MARTA] for even trying to provide service. Pay attention to MARTA's website and FB wall for available route postings."*

-Tarvia Rochelle Turner

FACEBOOK: Thursday, Jan. 13. 1:50 p.m.

- *"Thank you MARTA for getting me to work safely today. Though the streets around it were still covered in ice and incredibly slick, the East Point MARTA station parking lot was entirely ice free. You can't control the weather or the ice removal on public streets, but you and your staff have done an amazing job keeping what you do control open and moving."*

-Scott Cantrell

Atlanta Journal-Constitution Website



“My MARTA is here!”

Betty Piephoff knows exactly when her daughter Erin is headed out the door each morning because she proudly announces, “My MARTA is here!” Erin is autistic, and her family depends on MARTA to transport her to the Frazer Center in Atlanta for her daily activities. In fact, Erin has been a MARTA Mobility customer for nearly 18 years.

For Erin, MARTA Mobility service represents independence – an opportunity to navigate the city completely on her own. But for Betty, MARTA represents much more.

“Erin is vulnerable and at-risk in the community,” Ms. Piephoff says. “I never worry about her on MARTA, and I always know that the driver will be professional, the bus will be clean and the service efficient.”

Erin knows all of the drivers and their birthdays. “The drivers are like family to us,” said Ms. Piephoff.

And on top of the fact that the Mobility service provides transportation for Erin and gives Betty a sense of security, it also means that Betty can maintain her employment. “If MARTA was not available, I wouldn’t be able to work. And without work, we wouldn’t have health insurance.”

This is Betty’s and Erin’s MARTA.



My MARTA...Protects the Environment



Earth Day 2011



Solar Canopies at Laredo Bus Maintenance Facility



Dump the Pump Event at Lindbergh Center Station

Laredo Solar Canopy

As one of the most progressive transit agencies in the country, MARTA is constantly evaluating ways to provide efficient, sustainable service. Thanks to a \$10.8 million grant from the Federal Transit Administration through the American Recovery and Reinvestment Act's Transit Investments for Greenhouse Gas and Energy Reduction (TIGGER) Program, this year MARTA began work on a groundbreaking project – the Solar Canopy Installation at the Laredo Bus Facility. MARTA partnered with Georgia-based companies on this project, creating new “green-collar” jobs in metro Atlanta. Once completed, the solar canopy will harness clean, renewable solar power to operate the Laredo Bus Facility in a significantly more energy-efficient and cost-effective way. The panels will generate enough electricity to offset a significant portion of this facility's annual electricity consumption and provide environmental benefits

equivalent to planting more than 285 acres of trees a year.

In addition to producing power, the shade structures will reduce summertime temperatures between 20 and 30 degrees underneath the canopies, lower bus fuel consumption, reduce the need for air-conditioning and enhance the general work environment for MARTA operators, maintenance and facilities personnel.

The Laredo Bus Facility Solar Canopy joins MARTA's growing sustainability program which includes a fleet of clean-fuel buses, water reclamation and harvesting operations, the installation of LED lighting and a waste recycling program. Once completed, this will be the largest solar canopy in Georgia and the second largest structure of its kind at a United States transit system.





Celebrating Earth Day

In April MARTA invited its “green” partners and customers to an Earth Day festival at the Edgewood/Candler Park Station. The festival was created to thank MARTA customers for their commitment to creating a more sustainable planet by choosing to take MARTA. Attendees enjoyed eco-friendly activities and gift giveaways as MARTA’s sustainability efforts were showcased.

The celebration also included an introduction to MARTA’s premier sustainability project, the Laredo Bus Facility Solar Canopy.



MARTA partners with local schools and community groups to raise awareness about green transportation alternatives.

Dump the Pump

Making transit a part of our region's daily routine helps to reduce traffic congestion, decrease carbon emissions and improve air quality. To draw attention to all these great benefits, MARTA once again joined transit agencies across the country to celebrate the sixth annual "Dump the Pump" Day – an event that encourages transit use to help improve quality of life.

In a unique twist this year, MARTA employees worked with community partners to produce a freeze mob video at a local MARTA station to increase awareness of "Dump the Pump" Day and to encourage community participation. The video is posted at www.youtube.com/user/itsmartanews.

Celebrating this annual event is one of many ways that MARTA is leading the charge to promote sustainable practices and reduce the impact of carbon emissions on our community.

MARTA helps to take approximately 185,000 vehicles off the road every day, which reduces annual traffic delays in Atlanta by approximately 1.25 million hours annually. Without MARTA, congestion costs would increase by \$245 million a year which includes gas consumption, late deliveries and loss of employee productivity.

And the financial benefits don't stop there. According to the American Public Transportation Association (APTA), a two-person household in Atlanta that downsizes to one car can save, on average, more than \$9,000 a year.



www.youtube.com/user/itsmartanews



My MARTA...Cares About The Community It Serves





MARTA Employees Making a Difference

Dedicating time to help others can be personally rewarding and beneficial to strengthening the community. But when MARTA Journeyman/Mechanic Pierre Merrick moved to Atlanta several years ago, he had a unique perspective on the value of volunteering. He spent countless hours serving others during community service events, such as Hosea Feed the Hungry and Homeless, and tirelessly gave his time where he could. But at the end of each event, as other volunteers returned to their offices and homes, Pierre returned to the Milton Avenue Service Center – a local homeless shelter. “You don’t have to come out of your wallet to help,” Pierre commented. “You can’t look down on people and their circumstances.”

Today, Pierre is no longer homeless but he carries his shelter ID in his wallet as a reminder of how far he has come. He uses his life experience to help others and to further his dedication to community service. Pierre actively volunteers as a coordinator for the MARTA Charity Club. This year, he led an effort to help sponsor a Susan G. Komen walk participant in the campaign to beat breast cancer, successfully collecting \$2,100 authority-wide. He also had “Fight with Your Feet” t-shirts made, which were worn by employees to help support the cause. During the holidays, Pierre is heavily involved in MARTA’s Annual Holiday Shop which provides toys and gifts to thousands of children in the Atlanta community.

The fact that so much of his time was contributed while he was homeless shows an extraordinary dedication to community. His journey has inspired him to continue to give back to the community and work with other charitable organizations.

“You have to stay focused on the mission. You should help because it has a backlash of good later on.” That’s Pierre’s story – and this is his MARTA.





MARTA Employees' Charity Club

For more than two decades, MARTA employees have established a strong culture of community service through the Employees Charity Club whose mission is to reach out to the community and provide assistance to organizations, employees and people in need. Each year the Club arranges and participates in numerous charitable events, fundraising efforts and community programs.



One of the highlights of the Club's many activities is the Annual Holiday Shop held in December. This year, more than 4,000 children and their families received gifts, toys, bicycles and gift certificates for essential items just in time for the holidays. MARTA employees make financial contributions to help secure the shop items and donate countless hours to assembling the bicycles and arranging all of the gifts to make the annual event truly memorable.



Throughout the year, the Employees' Charity Club served as a significant contributor to the Atlanta community raising \$658,800 to support more than 400 charities. Charity Club members also generously contributed their time, volunteering more than 6,000 hours to support food drives and shelter initiatives.



Supports Local Artists

Throughout June 2011, MARTA hosted a unique art exhibition titled “Light Up Atlanta” at six of its rail stations. C.H. Briggs, a leading local distributor of specialty building products, sponsored the event and commissioned the placement of seven sculptural pieces—some illuminated – in MARTA’s busiest rail stations. Each item in the exhibition was created by members of the Atlanta architecture and design community to reflect how the city inspires them. The futuristic designs were made almost entirely of DuPont™ Corian®.

“MARTA is extremely excited to work with C.H. Briggs to transform a number of our rail stations into public art exhibits featuring the creative stylings of these talented Atlanta designers,” said MARTA General Manager/CEO Dr. Beverly A. Scott. “We thank all the participants for creating these inspiring works of art to offer our customers and the community an enhanced transit experience.”

The seven designers were chosen because of their accomplishments in the field of design, as well as their personal histories in Atlanta. From longstanding resident designers to recent student transplants, C.H. Briggs and MARTA wanted to showcase the talents of the local design community in a city with a reputation for cultivating art of all kinds. Participating designers featured in Light Up Atlanta include:

- Kellen Minor, “Seed Bench” at Peachtree Center
- Shelly-Anne Tulia Scott, “Peeling Back the Heart” at Five Points
- Jim Ferguson, “Whirling Dervish” at Decatur
- Tae Jun Park, “Seating Bench 01” at Arts Center
- Ted Freeman, “Hot-lanta Fan” at Five Points
- IA Interior Architects, “Perspectives” at Dome/GWCC/Philips Arena/CNN Center
- Lisa Lin, “Life/Flame/Rising” at Lindbergh Center

The eye-catching designs range from a glowing interpretation of a heart to an inventive bench to a southern heat-inspired melting fan. During the sweltering heat of the summer, the unique melting fan sculpture caught the eye of national media appearing in an Associated Press story.





"Life/Flame/Rising", Lisa Lin



"Peeling Back the Heart", Shelly-Anne Tulia Scott



"Seed Bench", Kellen Minor



"Hot-lanta Fan", Ted Freeman



"Whirling Dervish"
Jim Ferguson



"Seating Bench 01", Tae Jun Park



"Perspectives"
IA Interior Architects

"This is my MARTA."

MY MARTA...Contributes to our Regional and State Economy



The Braves and MARTA...

...have had a long and mutually beneficial relationship dating back to the 1996 Olympics when the shuttle service started. Braves shuttle riders from out-of-town pump an estimated \$8.6 million in our local economy during the season, mostly by spending on food and lodging. During FY2010, MARTA moved approximately 161,000 shuttle riders to and from Braves games. The continued presence of the Braves shuttle alleviates game-related vehicular traffic and parking for fans and residents

near the stadium. In addition, the shuttle is not just for fans as approximately 11% of its riders work in, or around the stadium. The reinstated Braves shuttle represents a true win-win for MARTA, the Braves and the City of Atlanta.

—Larry Bowman
Atlanta Braves



Supporting Economic Opportunities at Every Turn

As the largest transit operator in Metro Atlanta providing approximately half a million daily trips, MARTA is supporting economic opportunities at every turn. MARTA connects to major job centers and school campuses throughout the city, supports Atlanta's \$11 billion hospitality industry which accounts for 230,000 jobs, takes sports fans and concert-goers to hundreds of events throughout the year, and provides direct access to Hartsfield-Jackson Atlanta International Airport – the world's busiest.

In FY 2011, over half our customers used MARTA to get to work and 11 percent traveled to school. When residents and visitors were ready to spend their entertainment dollars at sporting events, holiday celebrations or on a night out, MARTA was there to provide direct access to events such as the annual July 4th Peachtree Road Race and New Year's Eve Peach Drop, Falcons, Hawks and Braves games, and events like Taste of Atlanta and Piedmont Park's Green Concert. And as always, MARTA rolled out the welcome mat for Atlanta's over 30 million visitors throughout the year connecting them to hotels, restaurants and attractions.

And even in extremely difficult economic times, as MARTA's revenues continued to decline, we did all that we could to use our limited resources to support economic activity in the region and state. We enhanced service on some routes to address customer concerns about overcrowding and service frequency that resulted from the significant bus service reductions we were forced to implement at the beginning of FY 2011. In addition, MARTA reinstated a scaled-back version of the Atlanta Braves Shuttle based on feedback from Atlanta Mayor Kasim Reed, the team, local employers and fans who relied on it to get to the games. MARTA has been providing this convenient and accessible shuttle service to Turner Field since the Centennial Olympic Games in 1996.



Georgia's Growing Film Industry

MARTA also continued to support Georgia's growing film industry which overall had a \$2.5 million economic impact on the state during FY 2011. In September 2010, MARTA's Breeze Card vending machine played a supporting role in the Hallmark television movie, "The Lost Valentine" starring Betty White and Jennifer Love Hewitt. MARTA also served as a set for a Dunkin' Donuts' commercial and other film projects throughout the year.



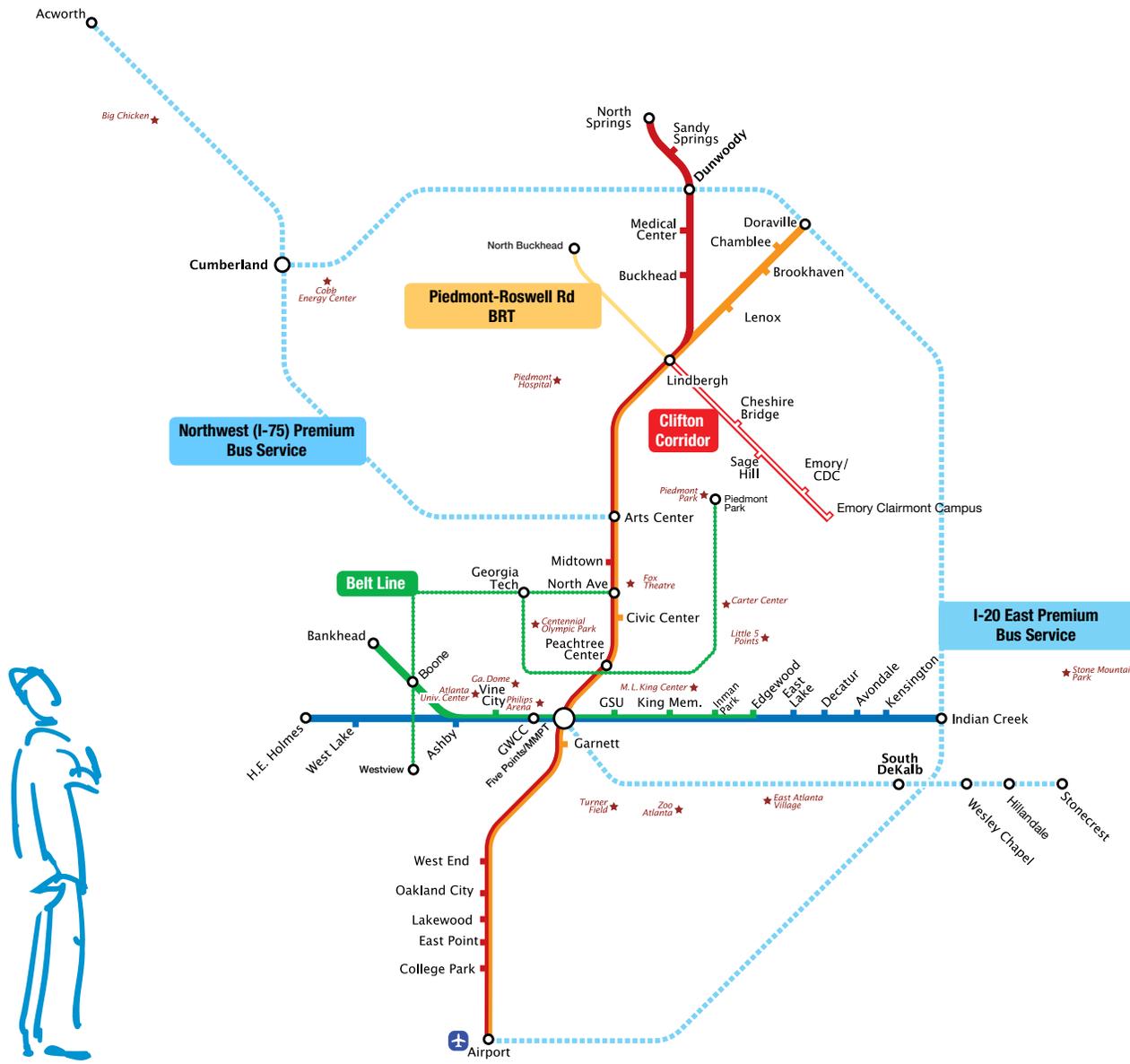
More Transit = More Jobs

The connection between transit service and a thriving economy was documented in a September 2010 report released by the Transportation Equity Network (TEN) titled, *More Transit = More Jobs*. The report highlighted how Atlanta's economy would significantly benefit from a greater investment in transit. The job-generation formula used in the report showed that Atlanta generated 31,512 jobs per \$1 billion invested in transit and highway spending (all job counts represent one full-time job for one year) and could

generate up to 23,159 new jobs if the metro area initiated a 50 percent shift of Transportation Improvement Program (TIP) funds from highways to transit over a five-year period. The report also found that if the federal government increased transit spending to a total of \$158 billion over the next five years as part of the next national Surface Transportation Authorization Act, it would create 54,057 new jobs in Atlanta and almost 800,000 new jobs in the nation's top 20 metro areas combined.



My MARTA...Is the Backbone of Regional Transit



"This is my MARTA."



My MARTA...Connects the Region

As the backbone of transit in this region, MARTA makes it possible for those who live outside our immediate service area to connect conveniently to the City of Atlanta, Fulton, DeKalb and surrounding counties. Each day, MARTA helps residents living in the 10-county region travel to work, school, medical appointments and recreational activities. About 12 percent of MARTA's customers traveled from Cobb, Gwinnett, Clayton and other nearby counties.

And this year, the vision for an expanded and seamlessly integrated transit network inched closer to reality as work on the 2012 transportation sales tax referendum moved full steam ahead. Atlanta Regional Roundtable members, made up of 21 elected leaders from the 10-county region, rolled up their sleeves to begin the challenging work of preparing a transportation and transit project list to be presented to voters in July 2012. If approved,

the \$6.1 billion raised from this sales tax would fund these improvement projects within a 10-year period. The Roundtable worked hand-in-hand with MARTA and other stakeholders to draft a project list designed to enhance mobility and accessibility for residents in an equitable way throughout the region.

With all of the proposed transit expansion lines connecting to MARTA, elected leaders and stakeholders recognized that the success of a regional transit system would be inextricably linked to a healthy and well-performing MARTA. Realizing the importance of maintaining a strong transit backbone, the Roundtable included on the project list a \$600 million investment in MARTA's state-of-good repair initiatives in order to prepare the system to support expanded transit lines and welcome even more customers from neighboring counties.



My MARTA...Makes Safety and Security a Priority



Operation THOR (Target Hardening Operational Response)

The MARTA Police Department (MPD) is consistently working to enhance safety and security for customers and employees -- and this year was no exception. In October 2010 MARTA participated with Amtrak and the Transportation Security Administration (TSA) in the Operation RAIL SAFE initiative implementing Operation THOR (Target Hardening Operational Response) to practice counterterrorism and incident response capabilities. Operation RAIL SAFE (Regional Alliance Including Local, State and Federal Efforts) is a coordinated effort involving activities such as heightened station patrols, increased security presence onboard trains, explosives detection canine sweeps

and random passenger bag inspections at unannounced locations.

Following this event, MPD incorporated THOR exercises into its regular security activities. Operation THOR surge-sweeps create an overwhelming presence of law enforcement personnel at random times and locations. MPD officers randomly check trains, buses and station areas during the sweep. While these exercises are underway, MARTA makes announcements on buses and trains to keep customers informed that MPD is conducting random security checks as part of the Authority's commitment to safety.





MARTA Joins Forces with the Atlanta Police Department to Increase Patrols at Five Points

The safety and security of MARTA customers and employees is of utmost importance. To help increase safety and promote a secure environment at the Five Points Station, MARTA and Atlanta police this year teamed up to implement joint patrols at the facility and the surrounding area. Each police department has contributed one officer to conduct bicycle patrols for eight hours a day in order to target quality of life and criminal issues around the station. The patrols are an addition to current manpower.

Although statistics show crime is down in both the station and surrounding streets, loitering and panhandling contribute to the perception of an unsafe environment for business people, students, and tourists alike.

Together, the MARTA and Atlanta Police departments are working to make an impact on crime and increase officer presence for customers as they travel to and from the MARTA system. The initiative enhances MARTA's ability to proactively deter crime in and around Five Points, the hub for the entire rail system.



MARTA's Main Transfer Station, Five Points, connects North/South to East/West rail lines.

MPD Annual Emergency Drills Provide Invaluable Experience to Officers and Staff

Emergency response and recovery preparedness is critical for MARTA operations and business continuity. Each year the MARTA Police Department works hand-in-hand with federal, state and local emergency response agencies to conduct full-scale exercises to evaluate response capabilities during simulated emergency incidents involving chemical, biological, radiological and nuclear exposure. This year the emergency drill was held in November at the East Lake MARTA station.

The annual drills have been staged since 2002. The exercises are designed to prepare authorities to protect and assist customers during an incident and to establish coordinated action and recovery plans. The Federal Transit Administration requires that transit agencies conduct these exercises to evaluate response capabilities in the event of an emergency situation.

Working with our federal, state and local partners provides an invaluable learning experience for everyone involved and helps MARTA maintain the highest level of safety and security to customers, employees and the entire community.

MARTA police chief Wanda Dunham state, "Our annual Full Scale Police Exercise is one of the best ways to prepare MPD and MARTA staff to execute a quick and effective response in the unlikely event of an emergency. Working with our federal, state and local partners provides an invaluable learning experience for everyone involved and helps us to maintain the highest level of safety and security to our customers, employees and the entire community."



My MARTA...Strives for Excellence



Breeze With Ease

This year, MARTA implemented an online Breeze card purchasing system to enhance customer convenience and increase card purchase and load options. The new feature puts planning and preparing for a trip right at customers' fingertips and truly enhances the way they use the system. Customers can now access MARTA's secure Breeze website – www.breezecard.com – to establish a card account, load trips, passes or a specific dollar amount and register for balance protection if the card is lost or stolen.

All the products that are available on the Breeze Vending Machines are now securely accessible online, including fare products for Cobb Community Transit and Gwinnett County Transit as well as a stored value option for GRTA customers. Products are loaded to a card within three hours of purchase. Breeze cards purchased online are mailed to customers within two to five business days.

This new system is just another example of MARTA's commitment to using technology to provide our customers with a better, more convenient overall transit experience.





Concessions and Vending Program

In FY 2011, MARTA was excited to roll out its new concessions and vending program. Customers can now enjoy refreshments while navigating transit stations throughout the metro Atlanta area. The concessions and vending program was launched at the Five Points rail station with the unveiling of beverage vending machines. Customers can purchase sodas, tea, nutritional drinks and water from machines in all 38 stations. Recycling receptacles are being used to support MARTA's sustainability efforts.

The concessions and vending program are another example of customer improvements designed to enhance the MARTA experience. The program is also benefiting MARTA's bottom line by generating additional revenue for the Authority. Subsequent phases will include more beverage, food and retail options.



Multi-Modal Operation Accomplishments

Whether it's meeting on-time performance goals, enhancing safety and security, improving amenities or initiating system upgrades, MARTA strives each and every day to provide top quality transit service to its customers. All our departments develop and regularly evaluate Key Performance Indicators to ensure they are operating effectively and efficiently, making improvements where needed and achieving our mission to provide the best possible transit service to the region. Here is just a small sample of our Rail, Bus and Mobility accomplishments in FY 2011.



FY11 Bus Operations Accomplishments

- Met off-the-lot performance goal of 99%
- Transported over a half million passengers in FY 2011
- Provided bus-build inspections and facilitated the receipt of the Atlantic Station Hybrid buses



FY11 Rail Operations Accomplishments

- Kicked off \$146 million overhaul of aging train control and rail safety systems
- Initiated refurbishing of the Vine City Station and completed lighting upgrades (LED) at the Airport and Ashby Stations
- Achieved 97.63% on-time performance in FY 2011 setting an all-time record



FY11 Mobility Accomplishments

- Transported over a half million passengers in FY 2011
- Reduced the number of vehicle collisions
- Reduced MARTA's cost to provide each passenger trip to \$32.71 – well below the budget target of \$42.86



Financial Highlights

This Annual Report contains summarized financial information taken from MARTA's Comprehensive Annual Financial Report (CAFR), which is published separately. The CAFR includes detailed financial information including MARTA's audited financial statements. Copies of the CAFR and Popular Annual Report are available at MARTA's headquarters building, the public libraries of DeKalb County, Fulton County, the City of Atlanta and on the internet at www.itsmarta.com.

In order to measure the costs of providing mass transportation services, the revenues from those services and required subsidies, MARTA has adopted accounting principles and methods appropriate for a governmental enterprise fund. Enterprise funds are used to account for specific operating activities. Enterprise funds are financed and operated similar to a private business entity where a fee is levied for the use of the product or service.

MARTA's financial statements are reported using the economic resources measurement focus and the accrual basis of accounting under which revenues are recognized when earned and measurable and expenses are recognized when incurred. The statements are presented in conformity with accounting principles generally accepted in the United States of America.

The Government Finance Officers Association of the United States and Canada (GFOA) has given MARTA the Award for Outstanding Achievement in Popular Annual Financial Reporting for its Popular Annual Financial Report for the fiscal year ended June 30, 2010. The Award for Outstanding Achievement in Popular Annual Financial Reporting is a prestigious national award recognizing conformance with the highest standards for preparation of state and local government popular reports.

In order to receive an Award for Outstanding Achievement in Popular Annual Financial Reporting, a government unit must publish a Popular Annual Financial Report whose contents conform to program standards of creativity, presentation, understandability and reader appeal.

An Award for Outstanding Achievement in Popular Annual Financial Reporting is valid for a period of one year only. MARTA has received a Popular Award for the last thirteen consecutive years (fiscal years ended June 30, 1998 through 2010). We believe our current report continues to conform to the Popular Annual Financial Reporting requirements, and we are submitting it to the GFOA.



Fare Structure

Regular Fare

Single Trip (Stored on Breeze Card or Breeze Ticket)	\$2.00
Round Trip including transfers (Stored on Breeze Card or Breeze Ticket)	\$4.00
Ten (10) Single Trips (10 trips on Breeze Card or Breeze Ticket)	\$20.00
Day Passes (unlimited travel for consecutive days, all regular service). Price per day:	
1 day:	\$8.00
2 day:	\$9.00
3 day:	\$12.00
4 day:	\$13.00

Discounted Fare

Twenty (20) Single Trips (20 trips stored on one Breeze Card or Breeze Ticket)	\$34.00
30 Day Pass (Unlimited travel for 30 consecutive days, all regular service)	\$60.00
7 Day Pass (Unlimited travel for 7 consecutive days, all regular service)	\$15.00

Mobility and Reduced Fare Programs

Reduced Fare (For pre-qualified customers 65 and older and disabled customers using regular service).....	\$0.90
Mobility Service (Demand response for certified customers; Personal care attendant may ride free, if required, each way).....	\$3.60
Discounted Mobility Service (20 Single Trips)	\$61.20
Discounted Mobility Service (Unlimited travel for 30 days on Breeze Card).....	\$108.00
Mobility on Fixed Route (For Mobility certified customers riding fixed route with Mobility Breeze Card).....	No charge

Student Programs

K-12 Program (Grade school and high school students K-12, Monday through Friday 10 trip pass to and from school), all regular school\$11.50

Convention and Visitors Pass

For groups of 15 or more, ordered a minimum of 20 days in advance.

Price per day:

1 day:	\$8.00
2 day:	\$9.00
3 day:	\$12.00
4 day:	\$13.00
7 day:	\$15.00

Single Cash Fare History From Inception

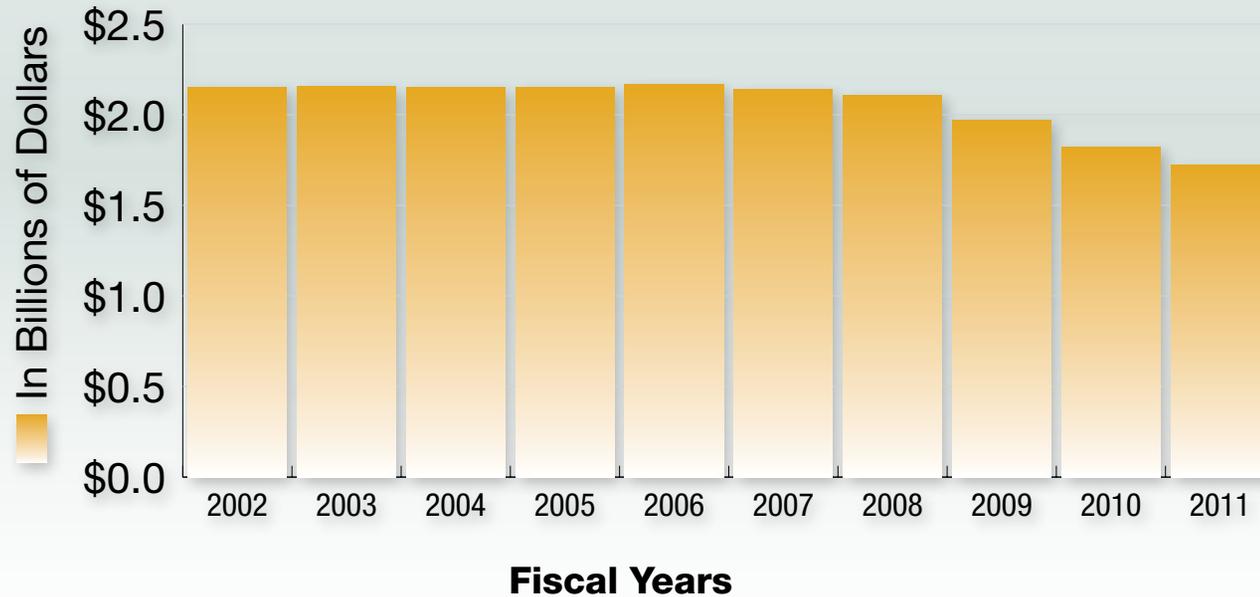
The chart below gives a detail breakdown of MARTA's fare structure. This chart also shows the history of MARTA's single cash fare from inception. As noted in the chart, MARTA's one-trip pass fare is currently \$2.00. MARTA gives various discounts, including stored trips, unlimited daily, weekly and monthly passes and discounts to the elderly and disabled.



Net Assets by Fiscal Year

MARTA's assets exceeded liabilities by \$1.7 billion at June 30, 2011, a \$167 million decrease from June 30, 2010 when assets also exceeded liabilities by \$1.8 billion, a \$122 million decrease from June 30, 2009. MARTA is able to report positive balances in all categories of net assets. The same situation held true for the prior fiscal years. More detailed information on the statement of net assets is contained in the Comprehensive Annual Financial Report.

Net Assets by Fiscal Year



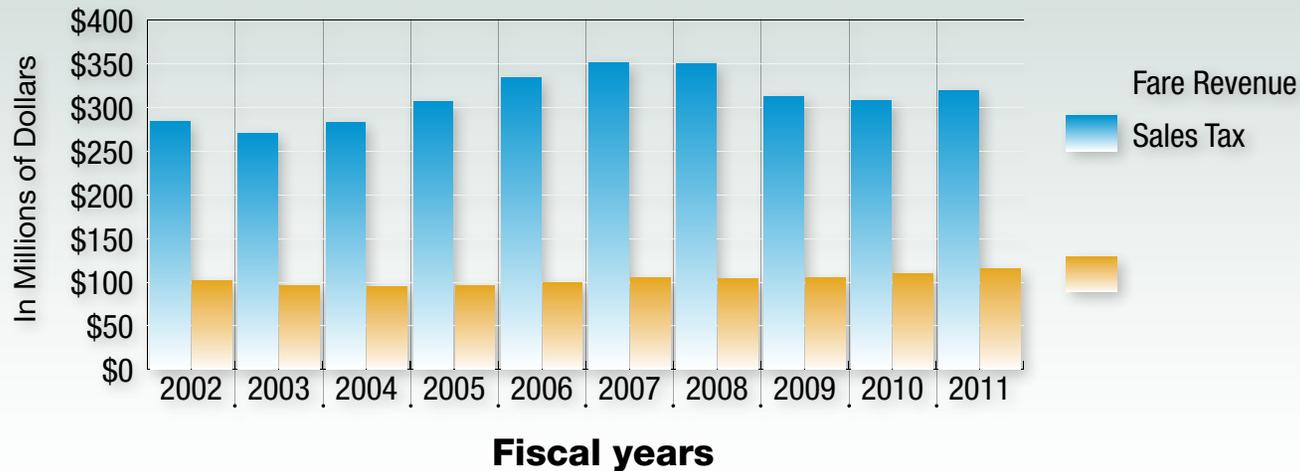
Primary Revenue Source Trend

This chart shows MARTA's two primary revenues trended over the past ten fiscal years. MARTA's two largest revenue sources are Sales Tax and Fare Revenue. The two combined make up 82% or \$436 million of total revenue. Sales Tax provides 60% of MARTA's total revenue and Fare Revenue provides 22% of the total.

MARTA's Sales Tax revenue comes from a 1% sales tax levied in the City of Atlanta and the Counties of Fulton and DeKalb. Under the law authorizing the levy of the sales and use tax, MARTA is restricted as to its use of the tax proceeds. Fare Revenue is earned through user fees; as of June 30, 2011, the full fare fee is \$2.00, which was increased from \$1.75 in October 2009.

As indicated on the chart, sales tax revenue has trended upward for most of the past decade. There was a dip in 2003 when sales tax revenue saw a major decline directly after the September 11, 2001 tragedies. In 2007, Georgia and most of the country entered a major economic recession. The impact of this recession can easily be seen in the sales tax revenue numbers. However, fare revenue has remained relatively constant over the past decade.

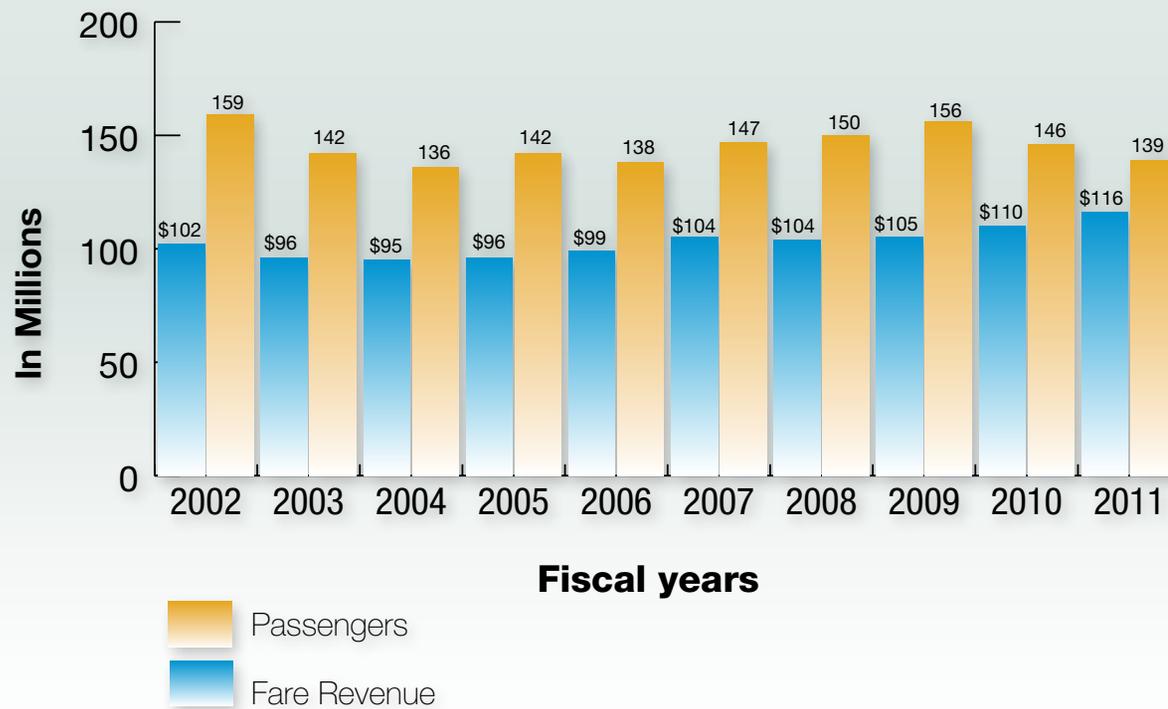
Primary Revenue Source Trend



Growth in Ridership and Fare Revenue

This chart gives a simple comparison of MARTA's revenue in dollars and passenger count trended over the past 10 years. From 2003 through 2006 both passenger count and fare revenue fell below the 10-year high recorded in 2002. There is a measurable uptick in passenger revenue over the last five years.

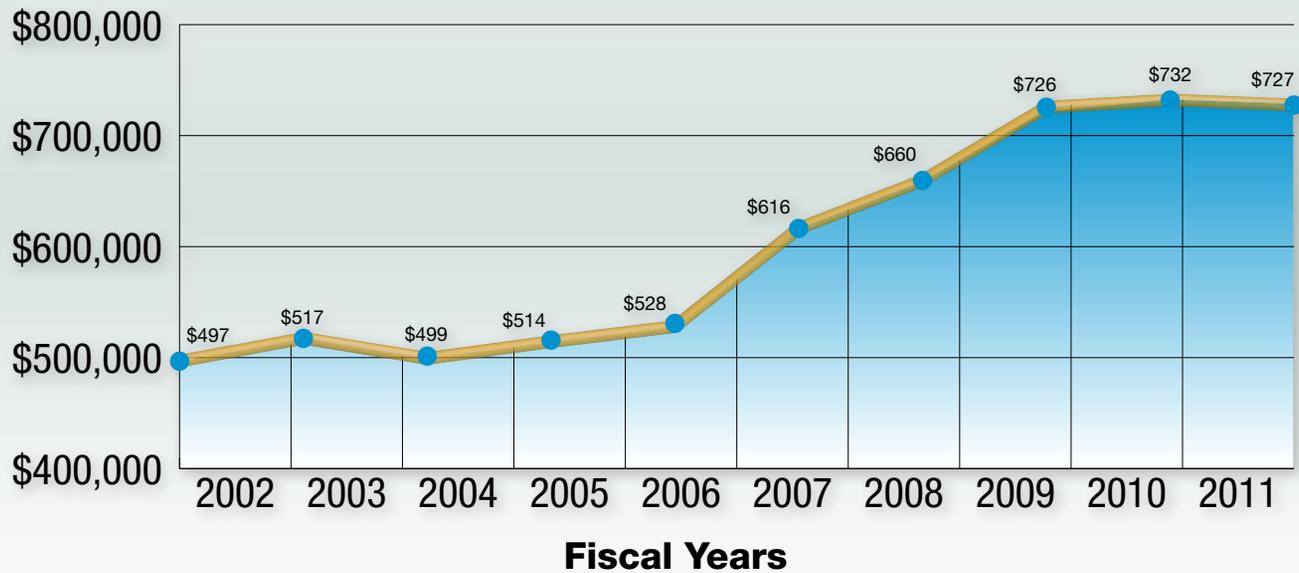
Growth in Ridership and Fare Revenue



Trend of Total Expenses

This chart shows total expenses trended over the last ten years. Total expenses include both operating and non-operating expenses. In 2007, total expenses started to increase gradually due to depreciation on a number of major capital programs that were placed in service. Over the last three years, cost containment measures have effectively flat-lined the growth in expenses. Even with the aggressive cost containment measures, the cost of fuel and health care continues to outpace the related cost savings and any revenue growth.

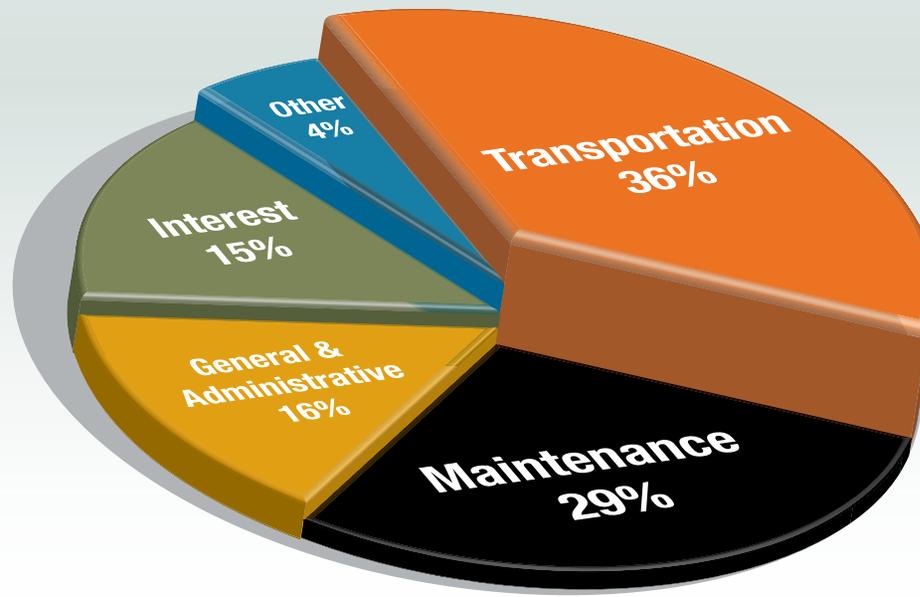
Trend of Total Expenses



Total Expenses by Function

Below is a pie chart showing total expenses by function. A function is a type of activity that MARTA engages in, which subsequently results in an expense. This chart shows that providing transportation and the associated maintenance represent 65% or \$331 million of MARTA's total expenses by function. Transportation and related maintenance include such expenses as salaries and benefits of bus and train operators, electricity and fuel. Paying out interest, primarily on bonds, is 15% or \$73 million of the total expenses by function. MARTA finances most of its capital equipment and rail construction with bond funds; thus, interest expense is expected to represent a significant portion of total expenses. General and administrative expenses include, but are not limited to, salaries and benefits for administrative personnel, office materials and supplies and casualty reserves. These expenses account for 16% or \$80 million of total expenses by function, an increase of \$4 million over FY 2010; this increase is primarily for maintenance and improvement initiatives and for healthcare related benefits. Other expenses comprised 4% of total expenses which is 1% lower compared to last fiscal year.

Total Expenses by Function
(Excluding Depreciation)

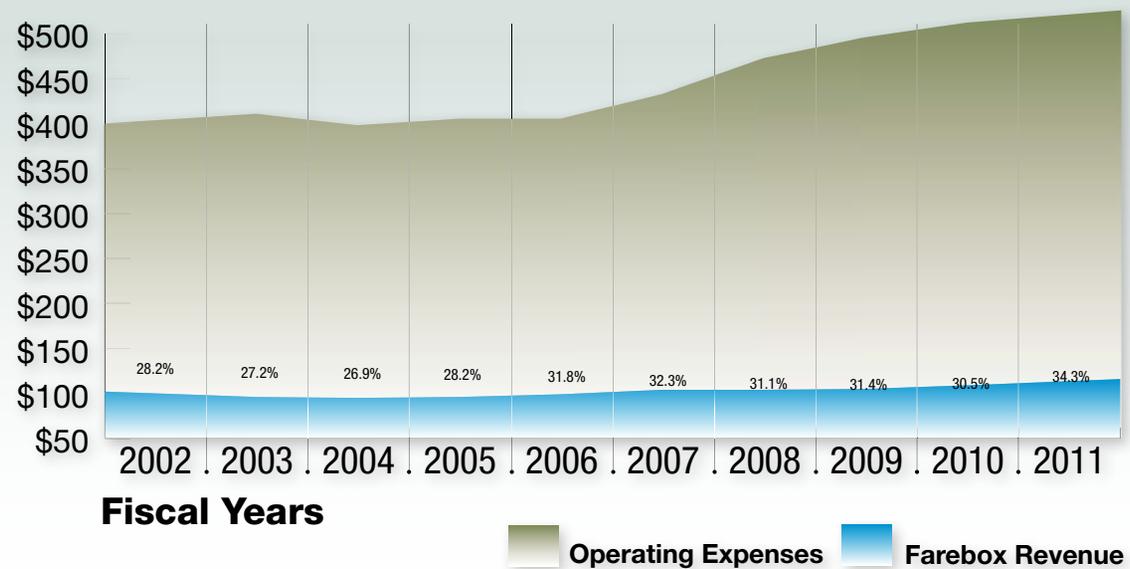


Farebox Recovery Percentage

This chart shows the percentage of MARTA's operating expenses that are paid by the revenue obtained from the passenger fare.

Fiscal Year	Farebox Revenue	Percent Change	Operating Expenses	Percent Change	Farebox Recovery
2002	102,207	0.9	297,991	(9.8)	34.3
2003	96,059	(6.0)	314,789	5.6	30.5
2004	95,082	(1.0)	303,057	(3.7)	31.4
2005	96,244	1.2	309,382	2.1	31.1
2006	99,148	3.0	306,505	(0.9)	32.3
2007	104,678	5.6	328,958	7.3	31.8
2008	103,963	(0.7)	368,767	12.1	28.2
2009	105,235	1.2	390,923	6.0	26.9
2010	109,546	4.1	403,360	3.2	27.2
2011	115,828	5.7	410,462	1.8	28.2

Farebox Recovery Percentage



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Linda C. Sanison

President

Jeffrey R. Enow

Executive Director

Rail Map



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