

WHAT IS EARTH DAY?

Earth Day started back in 1970, and is an annual global event to highlight the importance of protecting and improving the environment for future generations. Our actions to live more sustainably should be a daily part of our lives so that **every day is Earth Day!** You can take part by picking up litter, planting trees, recycling regularly, or starting a petition for something you would like to see changed! The Earth Day 2024 theme was “Planet vs. Plastics,” which focuses on eliminating plastic production and usage through public awareness, phasing out single use plastics, advocating for plastic-free policies, and investing in technologies that build a plastic-free world.

EARTH DAY IS EVERYDAY AT MARTA!

MARTA:

- Diverts 25–30% of its waste from landfills annually
- Displaces over 2 million metric tons of carbon dioxide equivalent (CO2e) annually
- Uses energy-efficient materials in the Station Rehabilitation Program
- Aims to transition to 100% zero-emission bus fleet by 2040

CLEAN ENERGY ADVISORY BOARD MEETING WITH THE CITY OF ATLANTA

The Office of Sustainability attended the community-led Clean Energy Advisory Board public meeting in February 2024. This Board guides and informs the City of Atlanta climate action goals, as the City builds the reimagined Sustainability and Climate Resilience Action Plan that will launch in 2024. This plan of action will be anchored in equity and environmental justice and will be developed to align with Mayor Andre Dickens' Moving Atlanta Forward Agenda.



USBSLC: MARTA CASE COMPETITION



In February 2024, the Undergraduate Business Student Leadership Conference (USBSLC) convened at Emory University’s Goizueta Business School, bringing together students from diverse backgrounds. The students explored innovative ideas for increasing ridership while promoting sustainability within MARTA. The conference theme, “Sustainable YOU for a Sustainable Future!” highlighted the urgent need for sustainable practices in all aspects of our lives.

MARTA observed lively engagement and stimulating ideas, showcasing innovative solutions for increasing ridership. Student teams explored diverse strategies to boost MARTA's attractiveness to commuters, spanning from tailored marketing efforts to fostering community involvement. The proposals centered on highlighting public transit's convenience, affordability, and eco-friendly advantages, with the goal of both attracting fresh riders and retaining current ones. Overall, the competition celebrated innovation, sustainability, and the welfare of the community.



MARTA Celebrated Earth Day with Two Events:

Drive Electric Earth Day (DEED)

MARTA collaborated with Clean Cities Georgia (CC-GA) to host the “Drive Electric Earth Day” event on April 20, 2024, at the West End Shopping Mall parking lot. The event promoted clean transportation and gathered feedback from attendees on MARTA’s emission reduction and green transportation related efforts.



Twenty volunteers showcased their vehicles, providing insights into the experience of driving an electric vehicle (EV) and discussed the challenges and opportunities for clean and green transportation/EVs in Atlanta. A total of 95 attendees participated in this community-driven DEED Car Show, engaging in discussions with EV owners to gain a deeper understanding of the benefits of EVs.

CC-GA’s team helped MARTA to ensure successful and impactful community engagement through this event. During the event, the MARTA Sustainability team interacted



with multiple volunteers and participants to gather information regarding current contexts and opportunities for clean and green transportation for MARTA. Some of the key suggestions made during the event were:

- Establish strategic priorities and actions for EV charging infrastructure across the state
- Address the issue of geographical disparity in charging infrastructure installations
- Identify technical and financial support for EVs and relevant charging infrastructure
- Promote MARTA’s clean- and green energy-related agenda through knowledge and awareness sessions
- Offer new electric buses and services in underserved areas
- Improve bus schedules and services to attract more riders

Global Growers Community Event

MARTA and the Global Growers Network (GGN) teamed up to host a community engagement event on April 20, 2024, at the Indian Creek Station. The event, held in celebration of Earth Week, featured community engagement and knowledge sharing activities on urban agriculture and community garden programming. Approximately 150 members of the community participated in the event’s interactive sessions and activities. Guided tours, organized by the GGN, acquainted both the GGN internal community and local residents living near the farm at the Indian Creek Station.

A farm stand offered fresh produce from both the Indian Creek Farm and the Grow with the Flow Farm, providing attendees with access to fresh produce while simultaneously expanding the GGN’s customer base and generating revenue for the farms.



Education fellows collaborated with Global Growers to conduct a workshop on the creation of pollinator gardens and the significance of pollinators. The aim was to empower attendees to apply this knowledge in

their own home gardens, fostering a greater understanding of and appreciation for pollinators.

Partner organizations set up information tables, offering attendees additional educational opportunities. The event also included a food truck, lawn games, and picnic tables, encouraging attendees to relax and spend time in the garden, getting to know their neighbors and creating a sense of community while emphasizing the importance of the environment and nature.

Envision is a sustainability assessment framework used to evaluate the sustainability performance of civil infrastructure projects such as buildings, highways, and water treatment plants. MARTA is growing its pool of Envision Sustainability Professionals with 20 new employees completing the training in April 2024 and a goal to increase the number each year.

Envision Framework



Use the QR Code to learn about MARTA Sustainability Initiatives.

If you have a sustainable project idea you’d like to submit, please do so at sustainability@itsmarta.com OR call MARTA’s Office of Sustainability Hotline at 404-848-4434