

# MARTA'S SUPER BOWL LIII SNAPSHOT

## FACT SHEET



### MARTA rail and station services went into "OVERTIME" by:

- Running 24-hour rail service Wednesday night to Tuesday morning
- Providing 24-hour restroom access
- Staging standby trains to respond to heavy ridership
- Providing 24/7 video monitoring of station crowds
- Shifting custodial resources to address station and track debris build-up
- Staffing additional ticket sales tables at high-demand stations



Commemorative Super Bowl LIII Breeze card

\*This number includes sales from ride stores, Breeze vending machines, tent ticket sales and entry boxes.



### MARTA RAIL PASSENGER TRIPS

Friday, Feb 1, 2019



Saturday, Feb 2, 2019



Sunday, Feb 3, 2019



Total Trips



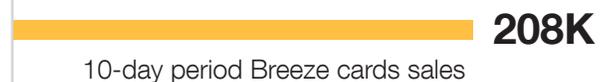
● Super Bowl trips ● Normal trips

Saturday, Feb. 2 marked MARTA's highest ridership day since the rollout of the Breeze card system.



### BREEZE CARD SALES

**\$3M\*** TOTAL REVENUE



# MARTA'S SUPER BOWL LIII SNAPSHOT

## FACT SHEET

MARTA police officers were highly visible throughout the system. More than 500 sworn officers, MARTA Police Department and those assisting from other agencies, worked around the clock to ensure there were no public safety issues.

### LOCAL AGENCIES

- DeKalb County Marshal's Office
- Atlanta Public Schools Police Department
- Decatur Police Department
- Georgia State Patrol
- Woodward Academy Police
- Rockdale County Sheriff's Office
- Henry County Sheriff's Office SWAT Team
- Federal Air Marshals/VIPER Team
- TSA K9 Teams
- Johns Creek Police Department

### OUT-OF-STATE AGENCIES

- Washington Metropolitan Area Transit Authority (WMATA), Washington, D.C.
- Metro Transit Police Department (MTPD), Minneapolis, MN
- Dallas Area Rapid Transit (DART), Dallas, TX
- Metra Commuter Rail, Chicago, IL
- New Jersey Transit Police Department (NJTP), New Jersey
- Regional Transportation District (RTD), Denver, CO

### MARTA TRANSIT AMBASSADORS

**3,322 HOURS**

for the 10-day Super Bowl period

**620**

Transit ambassador shifts



### MEDIA STATS

**763** Mentions

**8.6M**  
Number of people reached

**\$2M**  
Advertising value equivalent

**73.8%**  
Positive/Neutral tone across media coverage



### SOCIAL MEDIA STATS

**1,349**

**1.2K** Tweets

**131** Facebook posts

**18** Instagram posts

**3.7M**

Social media impressions



### RAIL TRIPS DURING 24-HR SERVICE DAYS

- A "demand-based" rail service during peak ridership to clear platform quickly
- Time between trains at downtown stations 3-7 minutes during peak demand

Thursday, Jan 31, 2019

**803**

**776**

Friday, Feb 1, 2019

**844**

**776**

Saturday, Feb 2, 2019

**660**

**480**

Sunday, Feb 3, 2019

**680**

**480**

● Super Bowl trips ● Normal trips



### DIGITAL IMPRESSIONS

**192K**

Total website visitors

**3.4M**

Digital campaign impressions

**12** digital ads