



METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY



Annual Report  
For the Year Ended June 30,

2010

marta | Matters

# Mission

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

Officers	 Michael W. Tyler <b>Chairman</b>	 Keith E. Adams	 Clara H. Axam	 Walter L. Kimbrough, L.H.D.	Ex-Officio Members	 Bart L. Graham
	 JoAnn Godfrey McClinton <b>Vice Chair</b>	 Harold Buckley, Sr.	 Gloria Leonard	 Jim Durrett		 Vance C. Smith, Jr.
	 Juanita Jones Abernathy <b>Secretary</b>	 Bruce E. LeVell	 Michael Walls	 Frederick L. Daniels		 Steve Stancil
	 Barbara Babbitt Kaufman <b>Treasurer</b>	 George E. Glaze				 Kirk Fjelstul

*Message from the*  
General Manager/CEO

Beverly A. Scott, Ph.D.



MARTA Matters! These words are more than just the theme of this year's annual report. They are a fact as important for the Atlanta region today, as they were at MARTA's inception in 1971.

Historically, the Atlanta region's phenomenal economic fortunes have been closely linked to its leadership and investment in transportation. That relationship will be drawn into sharper focus as the region prepares for a critical statewide transportation referendum in 2012. This referendum will provide a historic opportunity to strategically leverage our existing transit investments including the \$6.4 billion in rolling stock and infrastructure, years of experience and know-how of MARTA's workforce.

For MARTA, FY 2010 was a time of unprecedented financial challenges and difficult choices the likes of which have left no household, government agency or private business untouched.

The prolonged global recession has contributed to chronic shortfalls in the local sales tax revenues from the City of Atlanta, Fulton and DeKalb counties that are the financial cornerstone of MARTA's funding.

MARTA took actions that were painful but prudent. As MARTA's General Manager and CEO, I am immensely proud of our dedicated staff who have confronted these hardships without wavering from the Authority's core mission of "...providing a safe, customer-focused regional transit system," to the millions who ride our buses, trains and Mobility vans every year. We made significant reductions in bus and rail service, laid off hundreds of hard-working employees, continued, unpaid furloughs for general administrative staff, eliminated merit and cost of living increases and required employees to pay a greater share of their healthcare benefits.

While MARTA is profoundly relevant to metro Atlanta's progress, I am keenly aware that no single agency can accomplish our growing region's aspirations on its own.

State and regional leaders, our transit partners, advocacy groups, the business community and the public must work together to fulfill the promise of enhancing transportation choices for all.

Toward that end, MARTA is fully committed to help lead a truly regional transit system for our growing communities and next generation of transit customers.

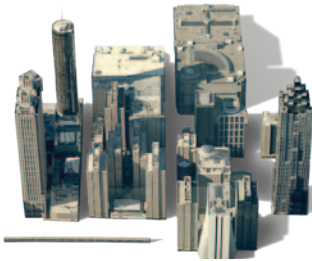
I am privileged to work with a team of dedicated transit professionals who have served the greater Atlanta region with pride over 30 years. You have our commitment to do all that we can to improve and expand quality transit in our region.

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.

## MARTA Matters: Vision



Every great metropolis is unique, but all of them share a common trait: A long-term investment in public transit capable of moving masses of people quickly, conveniently and affordably.

The same holds true for the Atlanta region and for MARTA. Since its inception more than 30 years ago and still today, the Metropolitan Atlanta Rapid Transit Authority has been a major force in advancing our city, region and state toward the heights of greatness – one customer at a time.

Make no mistake: As in the past, when it comes to the future success and prosperity of all Georgians, **MARTA Matters**. Why?



For the multitudes of metro Atlantans who need a ride to work, school and medical appointments each day – **MARTA Matters**.

For domestic and international travelers who want a direct, speedy connection to the world's busiest airport – **MARTA Matters**.



For time-sensitive businesses and rush hour commuters wasting money and time sitting in gridlocked traffic – **MARTA Matters**.

For tourists and sports fans drawn to Atlanta by the boundless variety of attractions and activities we have to offer – **MARTA Matters**.



For those who prefer a safer, greener means of transportation – **MARTA Matters**.

Even for those who will never ride transit but still reap its tangible benefits – **MARTA Matters**.



MARTA recognizes its crucial role as a transit leader in supporting the bold aspirations of its namesake region along with the growing list of partners who share a common vision.

Day in and day out, MARTA proudly serves its customers while also laboring diligently to forge a truly regional transportation network to serve Greater Atlanta for generations to come.

As we were reminded in FY 2010, monumental challenges lie ahead. It is clear, however, that for our city, region and state to achieve its greatest ambitions, acknowledging the profound importance of transit is key to our future.

That means **MARTA Matters** now, more than ever.

## **MARTA Matters:** To Our State, Regional and Local Economy

Each day **MARTA** provides  
500,000 trips. About **46%** of **MARTA** customers  
**use it to get to a job** that would be otherwise unreachable.





MARTA is not only the nation's 9th largest transit system, it is also an economic engine that contributes to the bottom line of individuals and businesses, producing positive ripple effects in every corner of the state.

A seminal 2007 study by the Carl Vinson Institute at the University of Georgia found that MARTA has a \$2.1 billion annual economic impact statewide because it increases workforce accessibility for companies, raises worker productivity and time efficiency and lowers the overall cost of doing business.

It is worth noting that MARTA is responsible for creating more than 20,000 jobs and about 54 percent of all trips taken by our customers are work-related.

The UGA study also examined the direct pocketbook benefits MARTA delivers for consumers, regardless of whether or not they use the system or even live within the core service area of Fulton and DeKalb counties and the City of Atlanta.

In 2010, the study estimated MARTA's presence would contribute to, on average, about \$70 annually in disposable income, per capita, in Fulton and DeKalb; \$104 to greater Atlanta residents; and \$113 for Georgians in other parts of the state.

Time and again, research has shown that quality mass transit, such as MARTA, is a smart business investment that pays sizable dividends in the long run.

A recent report by the U.S. Department of the Treasury and the White House Council of Economic Advisers underscored the upside of transit service and infrastructure. The report stated that the proximity to rail transit in cities such as Dallas, Chicago, St. Louis, Sacramento and San Diego helped boost local property values by as much as 25 percent while also attracting new business and improving economic growth.

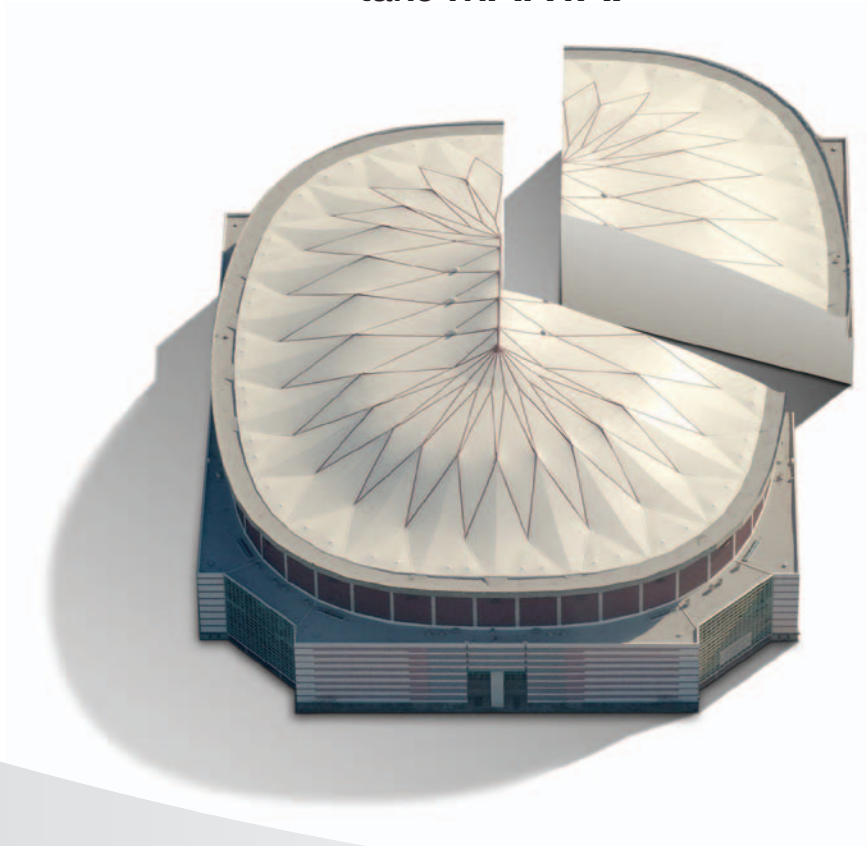
*"My employees depend on MARTA, and so do the many convention goers and visitors that come to Atlanta. MARTA provides an alternate form of transportation that is essential to our business and our city."*

– **Erica Qualls, General Manager, Atlanta Marriott Marquis**



**MARTA Matters:** To Georgia's Hospitality and Tourism Industry

Approximately  $\frac{1}{3}$  of **individuals**  
**attending** **events** at the  
Georgia Dome,  
Turner Field,  
Philips Arena &  
The Georgia World Congress Center  
**take MARTA.**



## MARTA helps attract major events that boost the regional economy.

It would have been virtually impossible to host the Super Bowl, the NCAA Final Four, the Peach Bowl and the SEC Championships – not to mention the 1996 Summer Olympics – without MARTA to get spectators to the games. Georgia’s robust hospitality and tourism industry depends heavily on MARTA, and with good reason.

Hospitality is Georgia’s second largest industry with an \$11.4 billion statewide economic impact. The industry employs about 230,000 people and 60 percent of Atlanta’s full-time hospitality workers commute on MARTA.

MARTA plays a critical role in the hospitality industry by serving major venues and attractions including the Georgia World Congress Center, Georgia Dome, Philips Arena, CNN Center, the Woodruff Arts Center, the Georgia Aquarium and the World of Coca-Cola – among others.

It is no surprise that MARTA’s Airport station is a popular starting point for tourists because visitors can catch a quick train ride directly into Downtown for \$2 compared to \$30 for a taxi.

With direct links to Hartsfield-Jackson Atlanta International Airport and convenient service to major hotels, shopping centers and cultural attractions, MARTA is vital for the success of mega-conferences and tradeshows ranging from DragonCon to CheerSport, and the annual Hinman Dental Meeting to the Poultry Expo.

In addition, long-time Atlanta traditions like the Peachtree Road Race and Peach Drop rely on MARTA to move large crowds who come to share the exciting attractions in metro Atlanta, and beyond.

“

*As more meeting and event planners are focusing on sustainable venues, we are proud to let them know that we have a transit station located on our campus. Additionally, our employees rely on MARTA to get to work. Close to 10% of our full-time staff and 90% of our part-time staff use MARTA to get to the Georgia World Congress Center Authority campus.”*

**– Frank Poe, Executive Director, Georgia World Congress Center Authority**



### Sources:

Georgia Department of Labor  
Atlanta Convention and Visitors Bureau data  
MARTA Cuts a Blow to Business, Atlanta Business Chronicle, April 10, 2009  
Quote from Debra Cannon, Georgia State University hospitality school director, MARTA Cuts a Blow to Business, Atlanta Business Chronicle, April 10, 2009  
MARTA Department of Research and Analysis  
Hartsfield-Jackson Atlanta International Airport Communications Office

# MARTA Matters: To Our Community



Marchers at "Red X" Rally to save MARTA service



Transit advocate Cherie Mitchell



MARTA GM Dr. Beverly Scott at Five Points





MARTA Employee Club's Christmas toy drive for children

Despite past achievements, FY 2010 offered dramatic opportunities for MARTA to demonstrate that it was not resting on its laurels.

From hosting public forums and professional conferences to staging pro-transit rallies and sponsoring numerous charitable activities, MARTA continued to stand up and speak out on behalf of its customers, employees and the community that we serve.



MARTA Police donate items to seniors at Mountain View Personal Care Home in DeKalb County.



MARTA Board Member Michael Walls at pro-transit march



Buses roll to state capital on Transit Day

## MARTA Matters: To Our Quality of Life

*"My husband used to take me everywhere before he died. Now I use MARTA Mobility to get where I'm going every day and I don't know what I'd do without it. You all have been a real blessing to me."* – **Ms. Naja Brittain, Mobility Customer**



Access to public transportation is not a luxury, it is a right for all citizens regardless of their status or circumstances. MARTA's Mobility service helps ensure that fundamental freedom of mobility and access is readily available to all those who need it.

As required by the federal Americans with Disabilities Act (ADA), MARTA Mobility provides curb-to-curb paratransit service to eligible persons with disabilities who are unable to board, ride or disembark from an accessible vehicle in MARTA's regular bus or rail systems. With 175 lift-vans, MARTA Mobility provided more than 423,000 rides in FY 2010 to persons with disabilities and others who qualify for the paratransit service. As in the past, the strong demand for Mobility service continued its upward growth trend with a 5.5 percent annual increase in ridership.

In addition to its Mobility service, all MARTA bus routes are equipped with wheelchair lifts or kneeling capabilities; priority seating for seniors and persons with disabilities is reserved at the front of every bus; each rail station is 100 percent accessible and equipped with wide faregates to accommodate wheelchairs; escalators and elevators are located between the rail, bus and street levels at each station; and each train has a special wheelchair space at one end of each rail car.

So whether you're a senior citizen who no longer drives, a disabled resident needing a ride to the supermarket or a college student on a limited budget, here's why MARTA Matters:

- 54 percent of MARTA customers are commuting to work and 10 percent are going to school;
- About 46 percent of customers say that, without MARTA, they would have no other way to get to work;
- About 10 percent of MARTA customers use it for medical trips;
- If MARTA stopped running, annual traffic delays in Atlanta (already second only to Los Angeles) would increase by 1.25 million hours and cost an additional \$245 million in congestion costs (i.e. gas consumption, tardy deliveries and employee productivity);
- Riding a transit bus is 91 times safer than travelling in a car;
- About 13 percent of residents over 55 years old in MARTA's core service area (Atlanta, Fulton and DeKalb counties) intend to ride MARTA when they can no longer drive.



## MARTA Matters: To the Environment

**MARTA** removes

more than

185,000 cars

off the road **each day.**





## MARTA delivers significant environmental benefits to our region and state.

Transit systems are the best weapon to combat the growing problems of traffic congestion, poor air quality and over-reliance on fossil fuels. Transit helps reduce harmful carbon dioxide emissions and other pollutants that damage the environment and create health problems.

- MARTA replaces more than 185,000 cars on the roads each day.
- MARTA helps the Atlanta region meet Federal air-quality standards, thus making the state and region eligible for billions of dollars in transportation investments.
- MARTA's bus fleet uses clean fuel technology, which helps reduce Georgia's 7.6 million metric tons of transportation-related CO<sub>2</sub> output.
- MARTA houses two regional compressed natural gas fueling stations and four water recycling centers.
- MARTA received the Clean Cities Lifetime Appreciation Award from the U.S. Department of Energy (DOE) for its work to reduce petroleum consumption and its leading role in the use of Clean Natural Gas (CNG) buses.
- MARTA received a \$10.8 million Federal grant – the largest in the country – for Transit Investments for Greenhouse Gas and Energy Reduction (TIGGER).

*“This is truly a win-win for MARTA and the environment. It shows that MARTA is leading the way to make public transit cleaner, greener and more energy-efficient.”*

**– Ray LaHood, Secretary of the U.S. Department of Transportation, upon awarding MARTA a \$10.8 million TIGGER grant for solar canopies.**

### MARTA Is Green!

■ Energy-efficient solar panels at MARTA's Laredo bus facility in Decatur will comprise the largest photovoltaic installation in Georgia, reducing pollution, creating “green collar jobs” and producing a sustainable power source for the facility.

■ By planting 500 trees at the Armour Yard rail facility, MARTA is helping absorb harmful pollutants and reduce CO<sub>2</sub>, ozone and small particulate matter.



#### Sources:

U.S. Department of Transportation Federal Highway Administration, Congestion Mitigation and Air Quality Improvement Program, [http://www.fhwa.dot.gov/environment/cmaqps/Transportation for America, State Facts](http://www.fhwa.dot.gov/environment/cmaqps/Transportation%20for%20America,%20State%20Facts), <http://t4america.org/statefacts/georgia/>

MARTA Bus Maintenance

U.S. Department of Transportation Federal Transit Administration [http://www.fta.dot.gov/news/news\\_events\\_10555.html](http://www.fta.dot.gov/news/news_events_10555.html)

U.S. Department of Energy, Clean Cities 15th Anniversary, <http://www1.eere.energy.gov/cleancities/anniversary.html>

# MARTA Matters: To Regional Transit and Connectivity

# Here

This year, the Georgia General Assembly passed H.B. 277, the Transportation Investment Act of 2010. This groundbreaking legislation empowers voters to decide whether to tax themselves on a regional basis for a broad range of transportation improvements in 2012, including the establishment of a seamless, integrated transit system that would serve metro Atlanta.

If that referendum succeeds, MARTA would serve as the backbone that begins to put that long-elusive goal of multi-modal, regional connectivity within reach.

MARTA's \$6.4 billion worth of infrastructure represents a critical component in a historic partnership of local governments, state agencies and existing transit service providers.

Working through the Atlanta Regional Commission, members of the Regional Transit Committee have crafted a long-range transit vision for the metro Atlanta region that includes a mix of service extensions such as light rail, streetcar and commuter rail lines, express and intercity regional bus service and expanded local services around activity centers.



# With a healthy MARTA...

# There



we can get from here to there.

## MARTA Matters: To the Film Industry

MARTA helps cultivate Georgia's burgeoning film industry.

Lights. Camera. MARTA! You might not recognize it in all that Hollywood make-up, but the next time you see a train or bus rolling by on the movie or television screen, it just might be MARTA.

One little known fact is how MARTA helps generate big revenue for Georgia in the state's \$647 million film industry. While far from the glitz and glamour of Tinseltown, MARTA is regularly transformed into a film set, and its trains, buses and property have appeared in feature films, television series and commercials.

MARTA is proud to partner with the state to help cultivate its growing film industry. When production companies roll into town, they boost Georgia's economy by employing thousands of local film professionals and bringing in out-of-town actors and crews who patronize local hotels, restaurants and shops. In addition, filmmakers compensate MARTA for staff, resources and property rentals.

### MARTA On-Screen

Look for MARTA in these recent films and TV shows:

■ **Hall Pass** – Feature film set for release in 2011 starring Owen Wilson, Christina Applegate and Alyssa Milano

■ **The Walking Dead** – An AMC original television series starring Andrew Lincoln

■ **Life As We Know It** – Feature film released in October 2010 starring Katherine Heigl, Christina Hendricks, Josh Duhamel

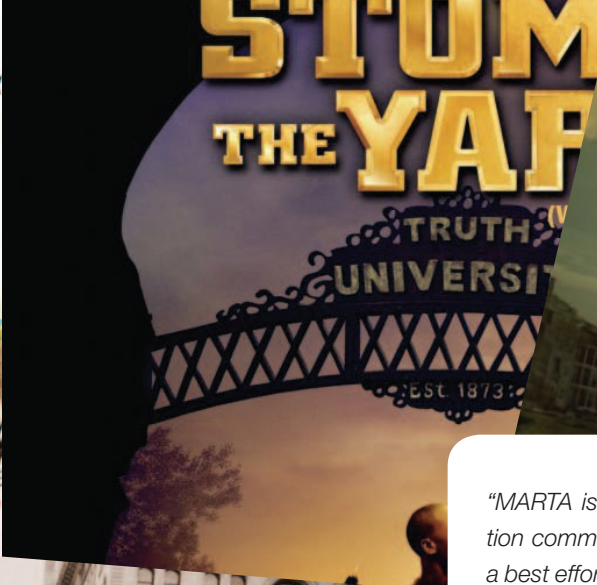
■ **The Lottery Ticket** – Feature film released in August 2010 starring Bow Wow, Brandon T. Jackson and Naturi Naughton

■ **Past Life** – Fox television series aired in 2010 starring Kelli Giddish, Nicholas Bishop, Richard Schiff and Ravi Patel

■ **I Can Do Bad All By Myself** – Feature film released in 2009 starring Tyler Perry, Taraji Henson and Adam Rodriguez

■ **Stomp the Yard** – Feature film released in 2007 starring Ne-Yo, Columbus Short and Meagan Good





"MARTA is truly an asset to the film production community in Atlanta. They always make a best effort to accommodate filming requests while at the same time maintaining the mass transit needs of the commuting public. Their assistance during the filming of "The Walking Dead" in the Fairlie-Poplar district was critical to the success of our production."

- Michael Riley, Location Manager.



# MARTA Matters: Transit Excellence and Fiscal Prudence

No agency is perfect, but we strive for excellence and our transit system has long been regarded as one of the safest and most efficient in the nation.

Compared to our peer transit agencies, MARTA consistently ranks among the most cost-efficient and cost-effective in its class. In 2008, MARTA's operating expense per passenger mile was the lowest of any major metro transit agency in the United States – including systems in New York, Chicago, Los Angeles and Washington, D.C. Consider this:

Operating Expense Per Passenger Mile	
1. Atlanta (MARTA)	\$0.27
2. New York (NYCT)	\$0.33
3. Oakland (BART)	\$0.33
4. Philadelphia (SEPTA)	\$0.37
5. Chicago (CTA)	\$0.37
6. Los Angeles (LACMTA)	\$0.44
7. Lindenwold (PATCO)	\$0.45
8. D.C. (WMATA)	\$0.46
9. Cleveland (GCRTA)	\$0.47
10. Boston (MBTA)	\$0.49
11. Miami (MDT)	\$0.58
12. Staten Island (SIRTOA)	\$0.65
13. Jersey Location (PATH)	\$0.65
14. Baltimore (MTA)	\$0.82
15. San Juan (PRHTA)	\$1.28
<b>Median</b>	<b>\$0.46</b>

- MARTA's buses are the 2nd least expensive to operate, measured per vehicle revenue mile, among its peers
- MARTA's trains are the 2nd least expensive to operate, measured per vehicle revenue mile, among any heavy rail system in the nation

Because transit is such a labor-intensive industry, wage rates are always a concern. MARTA has about 5,000 employees, the vast majority of whom are vehicle operators and maintenance personnel who work on an hourly basis and are represented by transit unions.

According to the Dash Report, an independent survey of transit system labor rates nationwide, MARTA's unionized employees have been among the lowest paid compared to their peers at agencies of similar size. The 2009 report found that out of 252 transit agencies, MARTA's highest-paid bus operator ranked 132<sup>nd</sup>. Overall, MARTA mechanics, who were on top of the pay scale, ranked 120<sup>th</sup>. Paratransit operators were paid at about the industry mid-point.



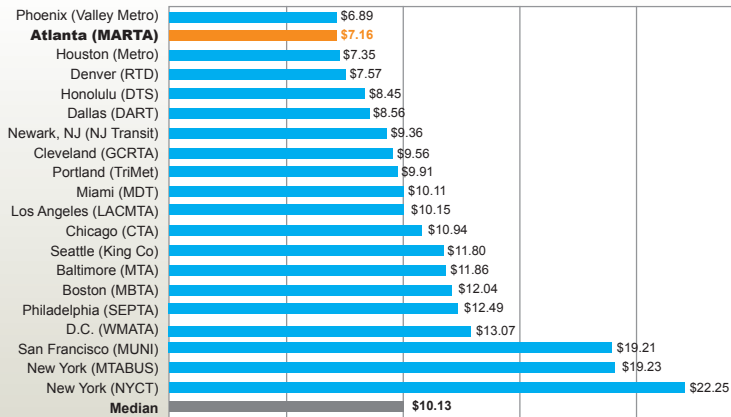
## Farebox Recovery

■ It is a common myth that transit agencies recover a significant amount of their expenses through the farebox. Based on the 2008 NTD Report MARTA recovers 27.2% of its operating expenses from the farebox, which is above the national median of 24.4%.

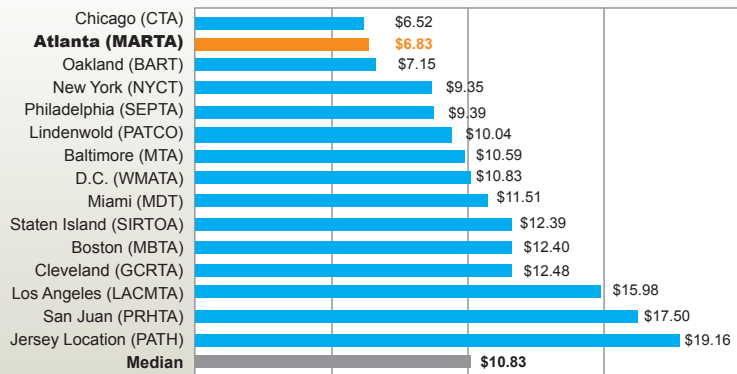
### Sources:

Greg Dash Transit Labor Update, October 2009  
 U.S. Department of Transportation, Federal Transit Administration, National Transit Database, 2008

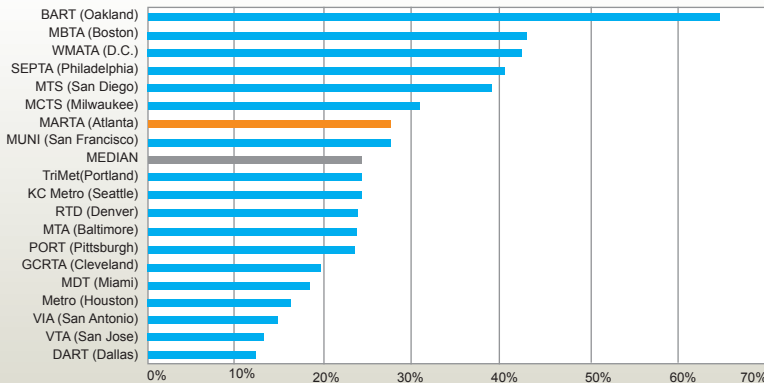
### 2008 NTD Modal Bus - Cost Per Vehicle Revenue Mile



### 2008 NTD Heavy Rail - Cost Per Vehicle Revenue Mile



### National FY08 Fare Recovery Ratio



## Financial Highlights

This Annual Report contains summarized financial information taken from MARTA's Comprehensive Annual Financial Report (CAFR), which is published separately. The CAFR provides 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 and the City of Atlanta and on the MARTA website – [www.itsmarta.com](http://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, 2009. 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 twelve consecutive years (fiscal years ended June 30, 1998 through 2009). 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

## 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) .....	\$3.60 (each way)
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
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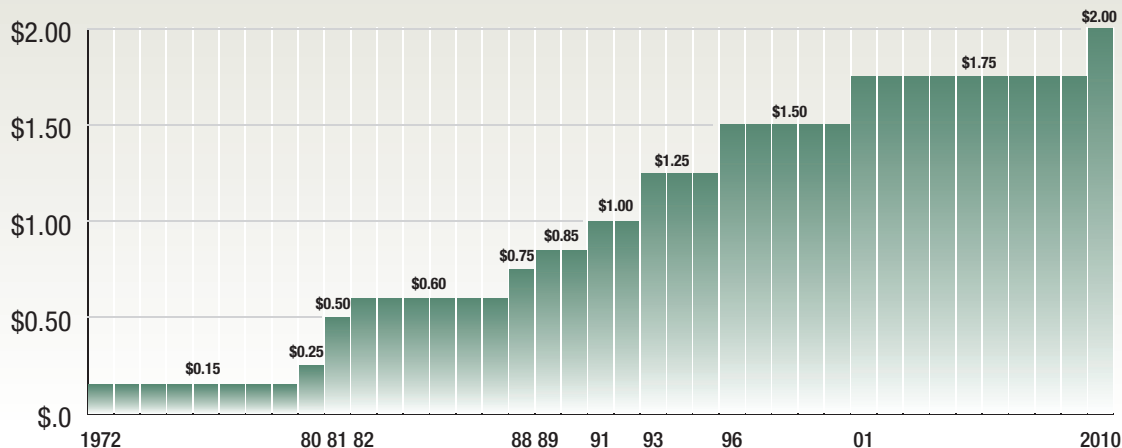
## Convention and Visitors Pass

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

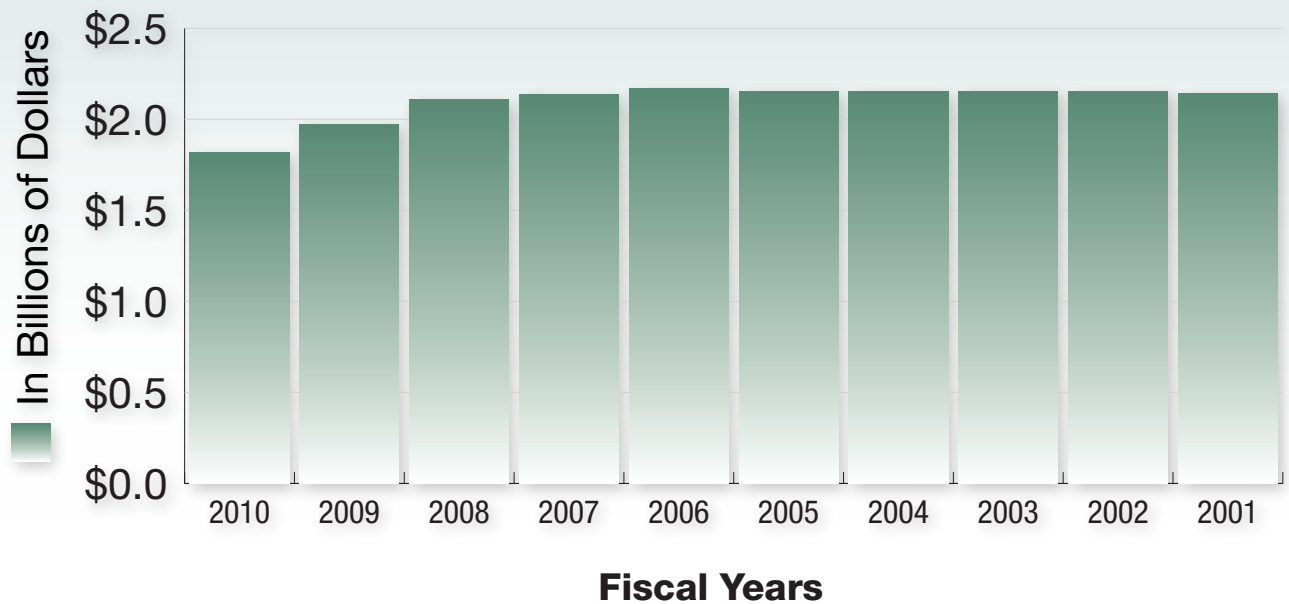
The chart below gives a detail breakdown of MARTA's fare structure. This chart also shows the history of MARTA's single cash fare from inception. As noted in the chart, MARTA's one-trip pass fare is currently \$2.00. MARTA gives various discounts, including stored trips, unlimited daily, weekly and monthly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



## Net Assets by Fiscal Year

MARTA's assets exceeded liabilities by \$1.8 billion at June 30, 2010, a \$152 million decrease from June 30, 2009, when assets also exceeded liabilities by \$2.0 billion, a \$137 million decrease from June 30, 2008. 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



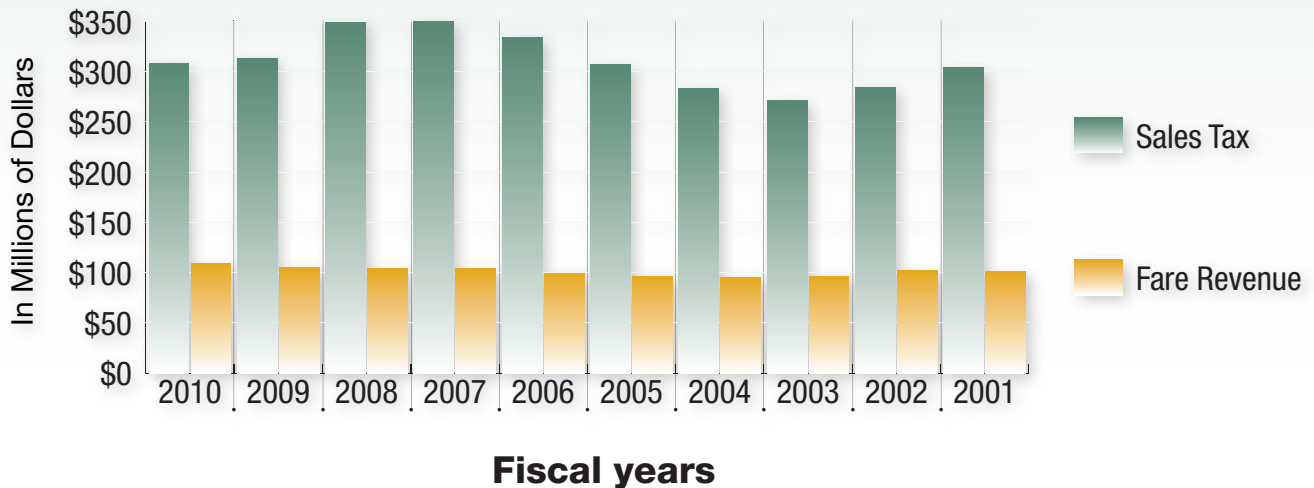
## Primary Revenue Source Trend

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 77% or \$417 million of total revenue; sales tax provides 57% of MARTA's total revenue and fare revenue provides 20%.

MARTA's sales tax revenue comes from a 1% sales tax levied in the City of Atlanta and Fulton and DeKalb counties. 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, 2010, 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 2002 and 2003 when sales tax revenue saw a major decline directly after the September 11, 2001 attacks. 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.

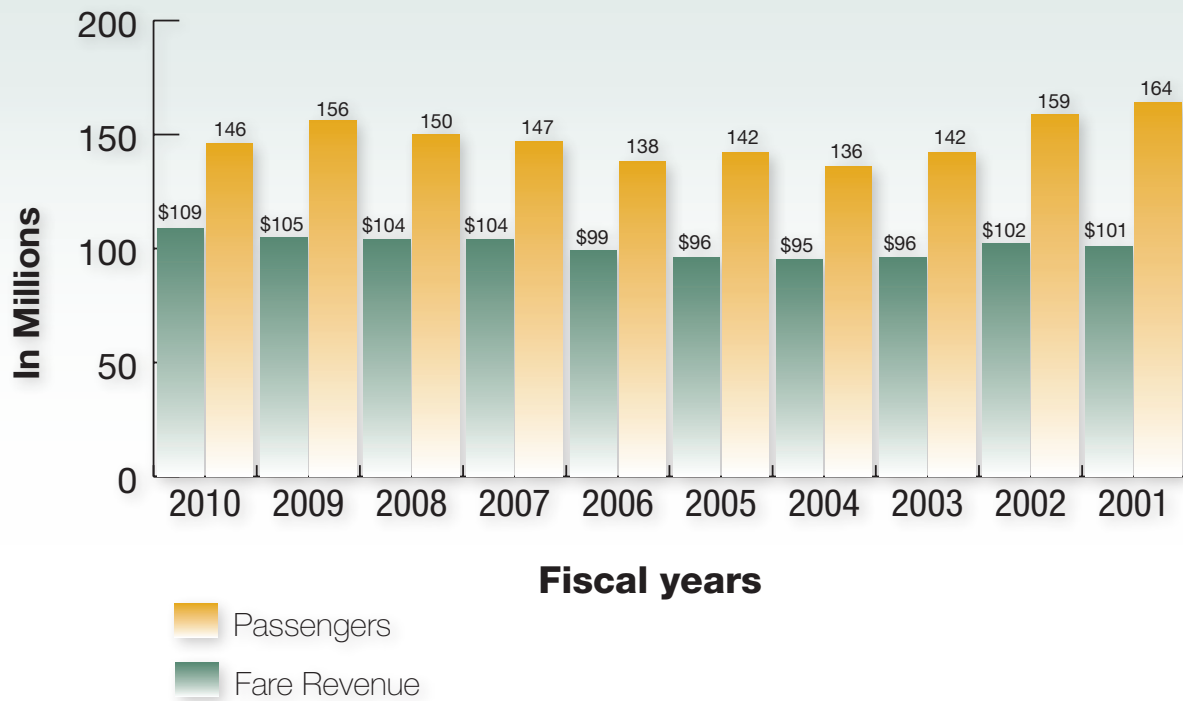
### Primary Revenue Source Trend



# 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. As noted in the chart, from 2003 through 2006 passenger count fell below the 10-year high recorded in 2001 and fare revenue fell below the 10-year high recorded in 2002. There is a slight uptick in both passenger revenue and passenger count over the last three years.

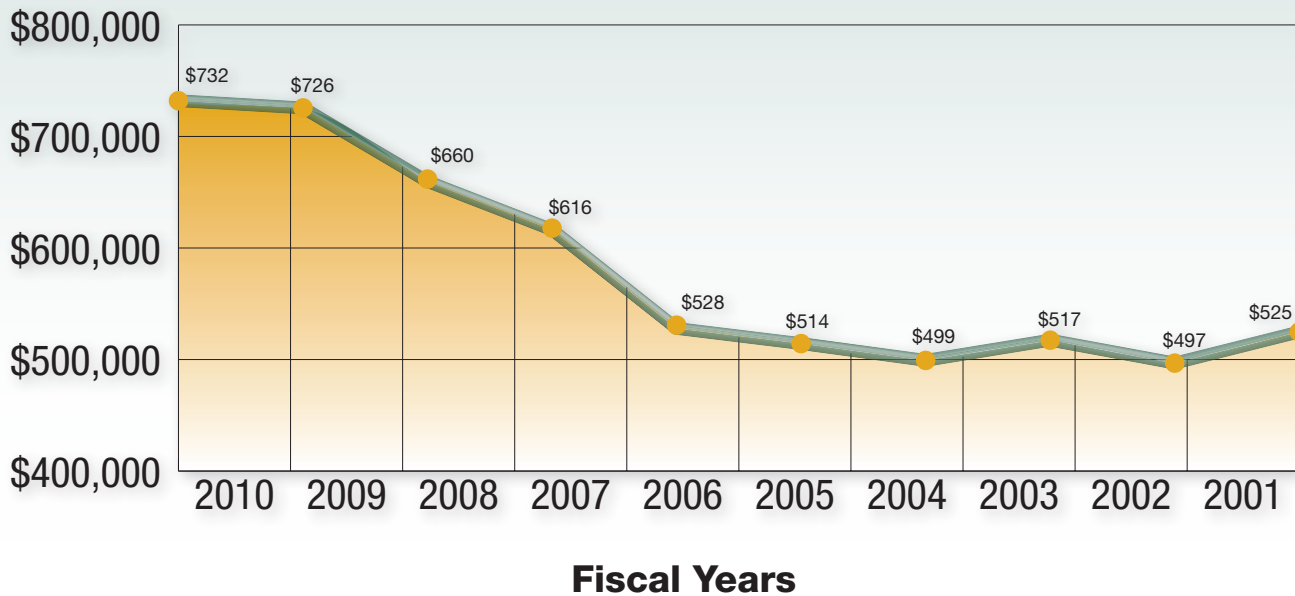
## Growth in Ridership and Fare Revenue



## Trend of Total Expenses

This chart shows total expenses trended over the past 10 years. The chart clearly depicts that ongoing cost containment measures, first instituted in fiscal year 2001, have flat-lined the expense growth and lowered average expense increases to just 1.3% per year over the first six periods. For the last four fiscal years, total expenses increased due to a full year's depreciation on a number of major capital programs that were placed into service at various points including the implementation of the Business Transformation Program. This is a major information technology initiative that MARTA will implement in three phases as part of its capital program. Current year expenses increased by less than 1% also due to dedication of more resources to improving core business functions including customer service, police patrol and station cleanliness.

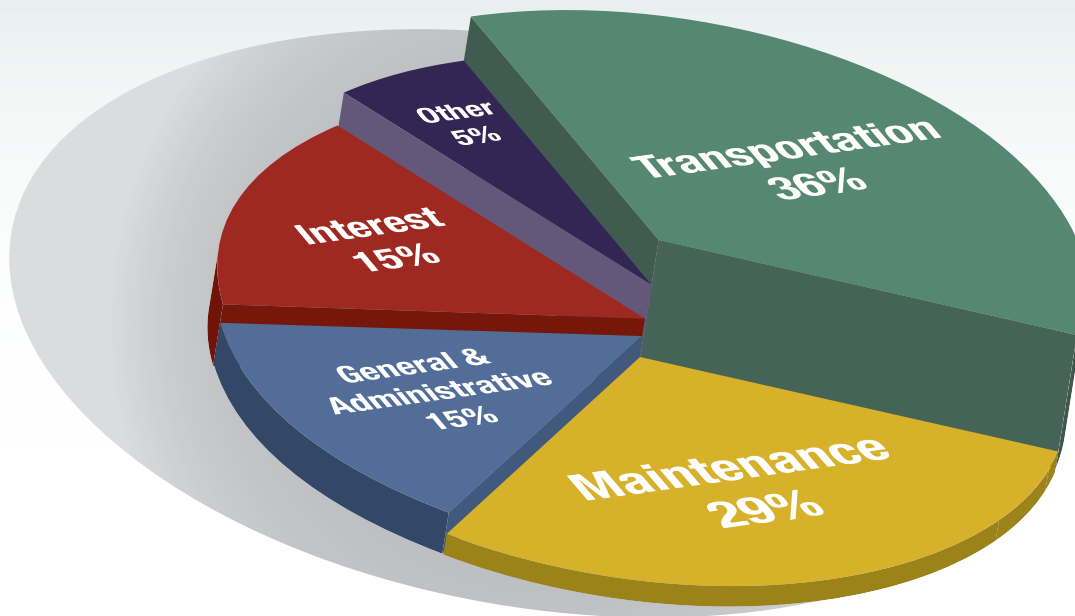
### Trend of Total Expenses



## 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 \$327 million of MARTA's total expenses by function. Transportation and related maintenance include such expenses as salaries and benefits of bus and train drivers, electricity and fuel. Paying out interest, primarily on bonds, is 15% or \$74 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 15% or \$76 million of total expenses by function, an increase of \$4.5 million over FY 2009; this increase is primarily for maintenance and improvement initiatives and for healthcare related benefits. Other expenses comprised 5% of total expenses which is 1% lower compared to last fiscal year.

**Total Expenses by Function**  
(Excluding Depreciation)

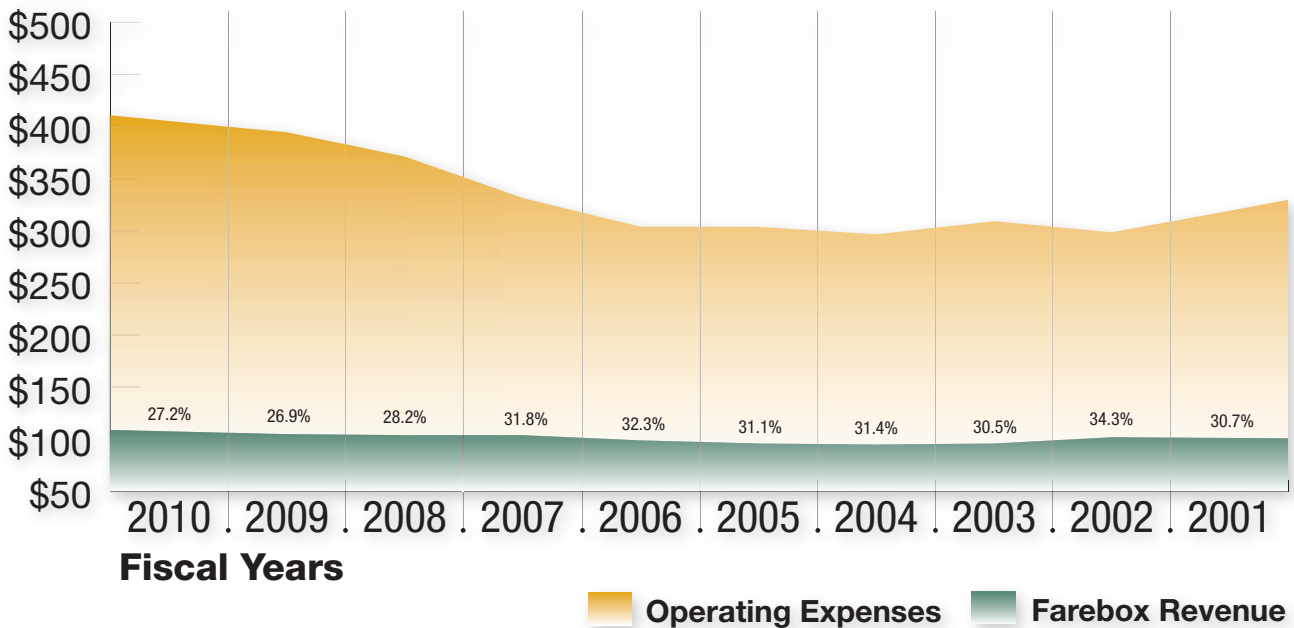


# Farebox Recovery Percentage

This chart shows the percentage of MARTA's operating expenses that is paid by the revenue obtained from the passenger fare. The chart provides ten years of data and, along with the graph, depicts the trend through Fiscal Year 2010. The recovery percentage has fluctuated since 2002 as MARTA sought the correct balance in cost reduction measures to match the current economic environment. The general trend over the most recent four years has been a lessening of the percentage that fares supply. This is due to the fact that the increase in operating expenses exceeded the rate of increase of fare revenue collected. In FY 2010 as the fare revenue increase by 3% compared to the previous year, the increase in operating expenses was almost 50% less than the increase in the previous year.

Fiscal Year	Farebox Revenue	Percent Change	Operating Expenses	Percent Change	Farebox Recovery
2001	101,278	6.5	330,187	7.9	30.7
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

## Farebox Recovery Percentage



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# Rail Map









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