

A Message from the Director —

Happy New Year from the Office of Sustainability!

In 2022, MARTA established the Office of Sustainability to prioritize sustainability efforts.

Sustainability is an integral part of the mission of MARTA to advocate for and provide safe and accessible mobility options that advance prosperity, connectivity, and equity for a more livable region.

Some notable achievements include celebrating Customer Experience Day, repurposing railcars to artificial reefs, submitting our second [CDP response](#), and publishing our first Newsletter! I am looking forward to expanding MARTA's efforts in 2024 with the unveiling of our Sustainability Dashboard, continuing preparations for the 2026 World Cup, and finalizing several plans we have underway.

Sustainability is the responsibility of every employee at MARTA. Our commitment to making our transit system more sustainable will lead to continued success in 2024, and years to come.
 —Richard Thomas

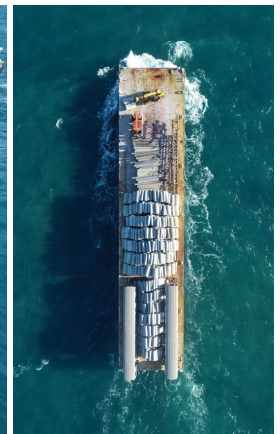
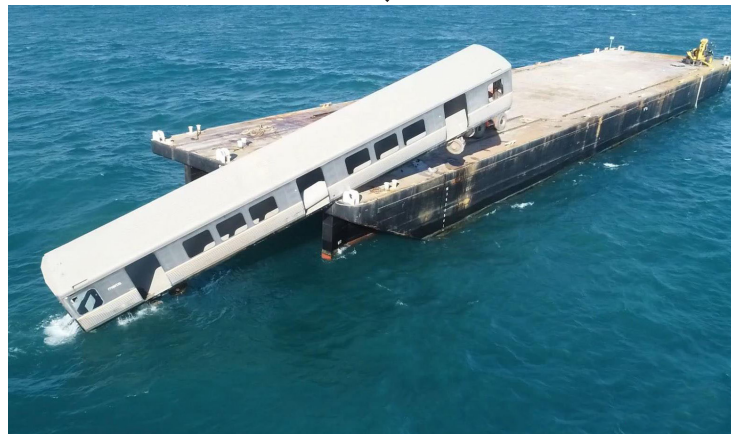
FROM RAIL TO REEF

On December 21, 2023, MARTA and the Department of Natural Resources deployed the railcars to Artificial Reef L in about 60 feet of water approximately 23 nautical miles east of Ossabaw Island in Savannah. Corals, sponges and other encrusting organisms are expected to inhabit the railcars in the next few months, which will attract fish such as cobia, triggerfish, and mackerel.



Richard Thomas celebrates the project with Doug Haymans of Georgia DNR.

Watch the railcars splash into ocean



The two railcars were transported to Artificial Reef L by barge, together with 1,000 tons of discarded concrete culvert pipe, and pushed overboard to form an essential marine life habitat.

AUTOMATED FARE COLLECTION SYSTEM

MARTA's new **Automated Fare Collection System (AFC 2.0)** will replace MARTA's existing **Breeze** card and **Breeze Mobile System** over the next five years. **AFC 2.0** will improve service and provide customers with a better overall experience, allowing MARTA to further optimize operations and increase farebox recovery. **AFC 2.0** will provide:

- A more convenient open payment system
- Upgraded faregates
- More user-friendly ticket machines
- Modernized bus fareboxes
- Improved ability to customize pricing
- An expansive retail network



MARTALAND

As a celebration of community, MARTA hosted its inaugural Holiday Market in the West End Station. Some highlights of the market included local food, pop-up shops, prizes and giveaways. MARTA also unveiled the **Festibus**, a one-of-a-kind holiday bus. MARTALand also featured **Artbound** performances from *Ballethnic Dance Company* and *Full Radius Dance Company*; and *Holiday Music on the Atlanta Streetcar* performed by *Alex Gordan and the Tinseltones* who sang carols throughout the month of December.

ATLANTA STREETS ALIVE

In fall 2023, MARTA participated in **Atlanta Streets Alive**, a community-driven event that transformed Atlanta's streets into car-free zones, promoting a healthy, sustainable, and vibrant city street experience. Event participants toured a MARTA electric bus and our festive holiday bus - the **Festibus**; spun a prize wheel to win branded merchandise; and were treated to live music, courtesy of **Artbound**, MARTA's public arts program

For more information on **ATLANTA STREETS ALIVE**

WARM HEARTS INITIATIVE

The Office of Diversity & Inclusion along with the MARTA Employee Resource Groups and ATU Local 732 hosted its second annual donation drive known as the **Warm Hearts/Stuff the Bus Initiative**. During this drive, we encouraged all employees to contribute warm clothing such as gloves, socks, scarves, and hats, as well as toys for various shelters within the communities we serve. This year, we were overwhelmed by the tremendous support from various teams, including the wrapping and sorting committees, floor captains, the mailroom staff, logistics support, and the holiday heroes who rode the bus to deliver the donated items.

The success of this initiative would not have been possible without the collective efforts of everyone involved. We appreciate the commitment and hard work, and eagerly anticipate continued collaboration throughout the coming year. Thank You MARTA Team!



MARTA PD'S FALL FESTIVAL!

In November 2023, MARTA PD hosted its first annual fall festival “Re-Engaging the Community” at the Inman Park station. This event was birthed with the aspiration to provide resources to our customers, colleagues, and community. Eight police agencies and seven vendors participated in the event. MARTA PD displayed its specialized units including the mobile command vehicle (MCV), Explosive Ordnance Disposal (EOD), K9, and drone units. Free food and drinks were provided with entertainment, MARTA trivia, and prizes. The health and wellness resources consisted of AIDS Atlanta providing free testing, Fulton County voters registration, HOPE Atlanta, and ANTHEM offering free massages, as well as others. There were 150 community members in attendance. 🌈



STATIONSOCCER EXPANSION

In October, MARTA celebrated the opening of a new **StationSoccer** location at East Lake rail station. The event featured food trucks, music, games, and a youth soccer tournament. The East Lake pitch will be a focal point for the community, providing students from the Global Village Project, Villages of East Lake, and Decatur Housing Authority a safe, supportive place to gather, hone their soccer skills, and make friends. **StationSoccer** is a metro-wide program to create a network of soccer fields connected by MARTA, to eventually form a ten-station league that is easily accessible by transit. **StationSoccer** was launched at Five Points Station in 2016, becoming the first soccer field in the world built inside a transit station, and since then it has expanded to West End in 2018, East Point in 2019, and Kensington and Lindbergh Center in 2022. 🌈



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.

Check out our new **Sustainability Dashboard!**

Earth Day is April 22 – MARTA is working on several events to celebrate!

