



YES TO MARTA NOVEMBER 2, 2010

First the bad news...

Binding vote: Clayton County Board of Commissioners did not approve to allow voters a binding vote to join MARTA by the Sept. 2 deadline.

Now the good news...

November 2, 2010: As Clayton County voters, we will have the opportunity to give our opinion in a non-binding poll whether to join MARTA.

What is on the Ballot? (And where is it on the ballot?)

“Should Clayton County become a full participant in MARTA (the Metropolitan Atlanta Rapid Transit Authority) and levy a sales tax in support of MARTA and Clayton County’s public transportation needs?”

This item will be located at or near the end of the ballot.

Why does a non-binding vote matter?

Because we need to let our elected officials know we believe Clayton County citizens deserve a world-class transportation system. We need to hold our elected officials accountable for the decisions they make regarding our county’s ability to grow in both public and private sectors.

The investment: The one cent MARTA sales tax would raise at least \$35 million a year in Clayton County.

The benefits: MARTA sales tax revenues could pay for a mix of local bus routes, regional bus routes, bus rapid transit routes, and commuter rail from Atlanta with stops in East Point, Forest Park, Morrow, Riverdale, Jonesboro, and Lovejoy.

Why does transportation matter?

from the American Public Transportation Association, August 11, 2010

Riding public transportation saves individuals, on average, \$9,381 annually and \$782 per month based on the August 10, 2010 average national gas price and the national unreserved monthly parking rate.

From the Atlanta Regional Commission survey, July 15, 2010

Between October 2009 and January 2010, the Atlanta Regional Commission (ARC) conducted a survey of transit riders around the region. The survey will help ARC and local transit agencies better understand transit users in the area and their travel patterns.

Major Findings

Public Transit Usage Is Significant in the Atlanta Area. The results of the survey show the region’s transit system facilitates more

than 270,000 one-way trips per day, or more than 1.3 million trips during a typical five-day work week. This means the region’s transit system is having a significant and positive impact on traffic flow and air quality.

Public transit is important to the region’s economy. 72.8 percent of respondents are currently employed, and trips to/from work are the most frequent non-home destination for transit users in the region. In fact, 45 percent of all transit trips are between a person’s home and their work place. Without public transit, 64 percent of those surveyed would have difficulties getting to work because they do not have a car or their car is not available.

Public transit is important to education in the region. 31 percent of respondents are students, making colleges/schools the second most frequent, non-home destination. In fact, one in every 6.2 transit trips involves

travel between a person’s home and a school, daycare or college. On a typical weekday, more than 40,000 school-related trips are completed on public transportation in the Atlanta area.

Many residents with cars and higher incomes are choosing to use public transit instead of driving. The results of the survey show that 10 percent of all transit users in the region have annual household incomes of \$75,000 or more. Among those with annual household incomes of at least \$75,000, 73 percent indicate they could have completed their trip by driving a car.

**For more information, please contact:
ClaytonTransit.com**