

MARTA Bridging the GAP



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*MARTA Police & Emergency
Management*

Video: MARTA Bridging the GAP

[Video: MARTA Bridging the GAP](#)

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- Preplanning is Key (COOP, SEPP, Matrix, AAR, Full Scale, TTX, Winter Storms, Pandemic)
- EOC Readiness;
 - Internal & External Stakeholder Coordination
 - Conference Calls, Awareness messages to staff
- Regional (AFCEMA, GEMA, GDOT) & MARTA Army, Doraville GM Plant, Community Collaboration (Churches, Colleges, Business, etc.)
- All hands on Deck: Team response to every station for customer service support, CERT, MARTA Army, Redeployed MARTA Employees
- Increased resources (more buses, trains, routes and frequency)
- Leveraging Technology: See & Say App, MARTA On-the-Go, Real-time Parking Tracking App, Twitter, Facebook.. Using Social Media tools (monitored chatter & disseminated key information)

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What we learned?

- Daily Communication & Coordination!
- Key Challenges:
 - For 45 days, more people, requires more customer service needs and security
 - sustained up 73% ridership using North line, 2463 new parking spaces, 20% Rail, 11% weekly
- Rail on-time performance peaked at 99.5%
- Communicating alternative commuting options,
 - rideshare with Uber & Lyft 50% off fares to stations during peak hours, carpools & bike facilities
 - Managing partnerships (Chick-Fil-A, GA Pacific, IKEA, etc...)
- Use of reserved funds to support agency-wide emergency response
 - \$150,000 per day in additional costs for the first two weeks
- Preparedness Culture. Trained or untrained when faced with disasters....

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Questions?

