

MARTA's Transit Impact Report FAQ

What is the Transit Impact Report?

The "Transit Impact Report" was designed to show you the impact of your transit use on carbon emissions. It estimates the amount of CO₂ emissions you've helped reduce by choosing MARTA over driving a car for your travel needs.

Why did MARTA create the Transit Impact Report?

We created the Transit Impact Report to highlight the positive environmental impact of your choice to use MARTA. By providing this information, we aim to encourage continued use of public transit and help you visualize the impact you're making in reducing carbon emissions and pollution.

Why is MARTA's CO₂ Emissions Reduction Important?

GHG (greenhouse gas) emissions contribute to global climate change and extreme weather events. Transportation is a major source of GHG emissions in the United States. Every trip taken MARTA instead of a car reduces the region's carbon footprint.

How does the Transit Impact Report work?

The Transit Impact Report uses your transit use data from your Breeze Card —and calculates the estimated CO₂ emissions you've helped avoid. This calculation is based on the average emissions from personal vehicles compared to those of MARTA's services (bus or rail) for the same number of miles traveled.

How can I access my Transit Impact Report?

You can access your Transit Impact Report through our MARTA website. Once you are on the website, navigate to the "Transit Impact Report" section, where you can view your personalized CO₂ reduction summary.

What information does the Transit Impact Report include?

The Transit Impact Report includes:

- **Bus Trips:** An estimate of the total number of Bus trips taken.
- **Rail Trips:** An estimate of the total number of Rail trips taken.
- **Stations visited:** An estimate of the total number of MARTA stations visited.
- **Most Used Bus Route:** Most frequently used bus route
- **Bus Miles:** An estimate of the total number of Bus miles traveled. This is an average of customer miles traveled on specific routes taken.
- **Rail Miles:** An estimate of the total number of Rail miles traveled. This is calculated based on the entry and exit station for each trip.
- **CO₂ saved vs Driving (lbs.):** An estimate of the CO₂ emissions you've helped prevent by using MARTA. The calculation is based on the difference between public transit emissions (bus or rail) and personal vehicle emissions for a given number of miles.

(Source: FTA: [Public Transportation's Role in Reducing Greenhouse Gas Emissions \(January 2010\) \(dot.gov\)](#)) A comparison of your emissions savings with average emissions from personal vehicle use.

- **Trees Saved:** [The number of trees saved due to your CO₂ reduction by using transit.](#)
- **Percentile Rank:** A ranking of your CO₂ reduction versus all other MARTA riders (e.g., you are in the top 2% of all MARTA users).

How Can I Calculate My CO₂ Savings with MARTA?

- Use MARTA's Transit Impact Report to calculate your CO₂ savings when choosing MARTA over driving.
- Input your Breeze Care information to see how every trip makes a difference.

How is CO₂ reduction calculated?

The CO₂ reduction is calculated using average emissions data for personal vehicles and comparing it to the emissions from MARTA's transit services. This calculation considers factors like the type of vehicle, fuel efficiency, and the average number of passengers per transit vehicle. The emissions are 0.96 pounds of CO₂ per mile for cars, 0.64 for buses, and 0.22 for heavy rail trains. The source is FTA: [Public Transportation's Role in Reducing Greenhouse Gas Emissions \(January 2010\) \(dot.gov\)](#)

How often is the Transit Impact Report updated?

Your Transit Impact Report is updated monthly, reflecting your transit usage and the resulting CO₂ saved since the beginning of the calendar year, as well as the entire previous year. This allows you to see the cumulative impact of your transit choices.

How can I use my Transit Impact Report to promote MARTA's environmental initiatives?

Your Transit Impact Report can be a powerful tool to show others the benefits of public transit. By sharing your personal impact, you can help raise awareness about the environmental benefits of reducing reliance on personal vehicles and encourage more people to choose MARTA. Make a game of it and compete with your friends! You can download and share the report via email or social media directly from the MARTA website or mobile app.

Who should I contact if I have questions about my Transit Impact Report?

If you have any questions or need assistance with your Transit Impact Report, please contact our Customer Service team. You can reach us via:

- **Phone:** 404-848 4424
- **Email:** rthomas5@itsmarta.com

Thank you for choosing MARTA and contributing to a greener, cleaner future! Your choice makes a significant difference, and we appreciate your support in helping us reduce carbon emissions and improve the quality of life in our region.