

**We help your organization
address transportation challenges
so your employees can get to work.**

Midtown Transportation is a program of Midtown Alliance that works with 120+ Midtown employers to address challenges ranging from parking to relocation and transportation-related expenses.

It all starts with making it easier for your employees to use new travel options to get to and from your workplace.



You planted your flag in Midtown, Atlanta's most transit-rich environment. Are your workers making the most of the options currently available to them?

The Business Case for Changing the Way Your Employees Get to Work



Delay from traffic congestion costs metro Atlanta employers a combined \$3.2 billion annually in lost productivity.

(Texas Transportation Institute, 2015)



Transportation ranks perennially as the most pressing regional issue for your employees.

(Atlanta Regional Commission "Metro Atlanta Speaks" survey 2014-18)



Most Atlanta households spend more on transportation costs than they do on food.

(Bureau of Labor Statistics Study)



Carrying capacity analysis for Midtown MARTA bus and rail service estimates that the system could accommodate 8,000 more riders daily without changing service or frequency.

The Midtown Transportation program was established for the sole purpose of helping Midtown employers, because managing commuter travel demand is a big part of our district's future.



We employ a dedicated staff of three consultants who work full-time with employers and commuters.



Midtown Transportation has created productive partnerships with 120+ Midtown workplaces of all sizes.



Most of the workplaces we partner with achieved a threshold of 20% of overall employee commute trips using transportation alternatives, yielding cost savings and employee productivity gains.



The volume of Midtown Transportation's discounted transit pass sales to employers has doubled since 2014.

How Our Experts Help Workplaces:

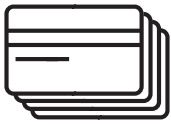
Consulting for businesses looking to address parking constraints, increase employee satisfaction and retention, attract talent and decrease overhead costs



Assessment: Mapping, surveys and analysis to determine how your workforce is commuting today, and identify strategies to help them get to work faster and with less stress. Our consultants bring expertise on issues from transit subsidies to parking management.



Tools and Support: Customized individual route planning, discounted transit fare, financial incentives and other support to encourage employee participation in commuter programs. Our team can develop custom onsite education campaigns for your workplace.



Discount Transit Pass Program: Employers can purchase discounted monthly passes for MARTA and regional bus services. Our team sells over 85K passes each year to employers with turnkey service, from order processing to delivery and reporting. These services are provided at no cost.



Results Tracking: Reporting on the impact of your commuter program in terms of direct financial savings to employees, miles of vehicle travel eliminated by your workplace and tons of pollution and CO2 reduced on an annual basis.



Relocation Services: Ensuring a smooth transition for employers moving into Midtown, including route mapping, sharing best practices among peer commuter programs, district orientation briefings, reference materials, and more.



Midtown Transportation Partner Program: Recognition as a regional leader for improving transportation and quality of life in Midtown. Partner resources include help with accessing regional transportation commuter support programs and tools, quarterly events and more.

Start working with us to see an immediate impact.

Get a car off the road today. Establishing a commute options program at your workplace translates into immediate impact. Here are some of the Midtown organizations we are working with today on transportation solutions:

ALSTON
& BIRD

Anthem



cardlytics

CUSHMAN &
WAKEFIELD



Gensler

Georgia
Tech

IDI Logistics

Interface

Kabbage

Kimley»Horn

KING &
SPALDING

LOEWS
ATLANTA
HOTEL

NCR

IDI Loistics

NORFOLK SOUTHERN

Triage
Consulting
Group

Turner

THE WOODRUFF
ARTS CENTER

How We Help Midtown Commuters:

Resources that get employees and tenants started with transit, carpool, bicycling and other trip options to and from work



Personalized Route Planning: Custom commute planning provides each employee or tenant with an in-depth look at commute options available, maps and step-by-step instruction for how to start using those alternatives.



Up to 20% Savings on Transit Passes: Access to discounted transit passes through our employer Transit Pass Program.



Guaranteed Ride Home: Provides up to 5 free taxi rides home per year for employees commuting by train, carpool, bus, or vanpool when they have to leave work unexpectedly (childcare issues, etc.) and can't catch their usual ride.



Onsite Education: Helping your newest employees or tenants get familiar with nearby transportation options, through new-hire education events and informational materials - all customized to fit your needs.



Cash and Rewards: Financial incentives, including up to \$5/day for commuters making the switch to a clean commute and monthly gas cards for carpools.



Fun Seasonal Activities: Midtown Walk Challenge, Bike to Work Week, Try Transit and other fun events that encourage trial of new options.

Are Your Workers Making the Most of the Options Available to Them?

32%

Midtown commuters taking transit or other alternatives to work instead of driving alone.

513,463

regional workers can access Midtown in 30 minutes or less

4

MARTA rail stations located in Midtown

120

City blocks that make up Midtown's street grid and sidewalks, offering abundant travel choices and unparalleled walkability.

5

Miles of existing bike facilities in Midtown, with another 10 miles coming in the future.

96%

Midtown office buildings within a 6-minute walk of a MARTA transit station.

Regional Choices



Park-and-Ride

- 33K** free parking spaces at...
- 19** park-and-ride lots across the region for transit that connects to Midtown.
- 545K** regional commuters can access a park-and-ride within...
- 10** minutes from home.

Bus Routes

- 27** local and commuter bus routes serving Midtown from...
- 13** counties, including Clayton, Cobb, DeKalb and Gwinnett.

Map Legend:

- Regional/ Commuter Bus Routes
- Train Routes
- Bus Routes (Not Direct to Midtown)
- P/R Park-and-Ride Facilities (19 total)