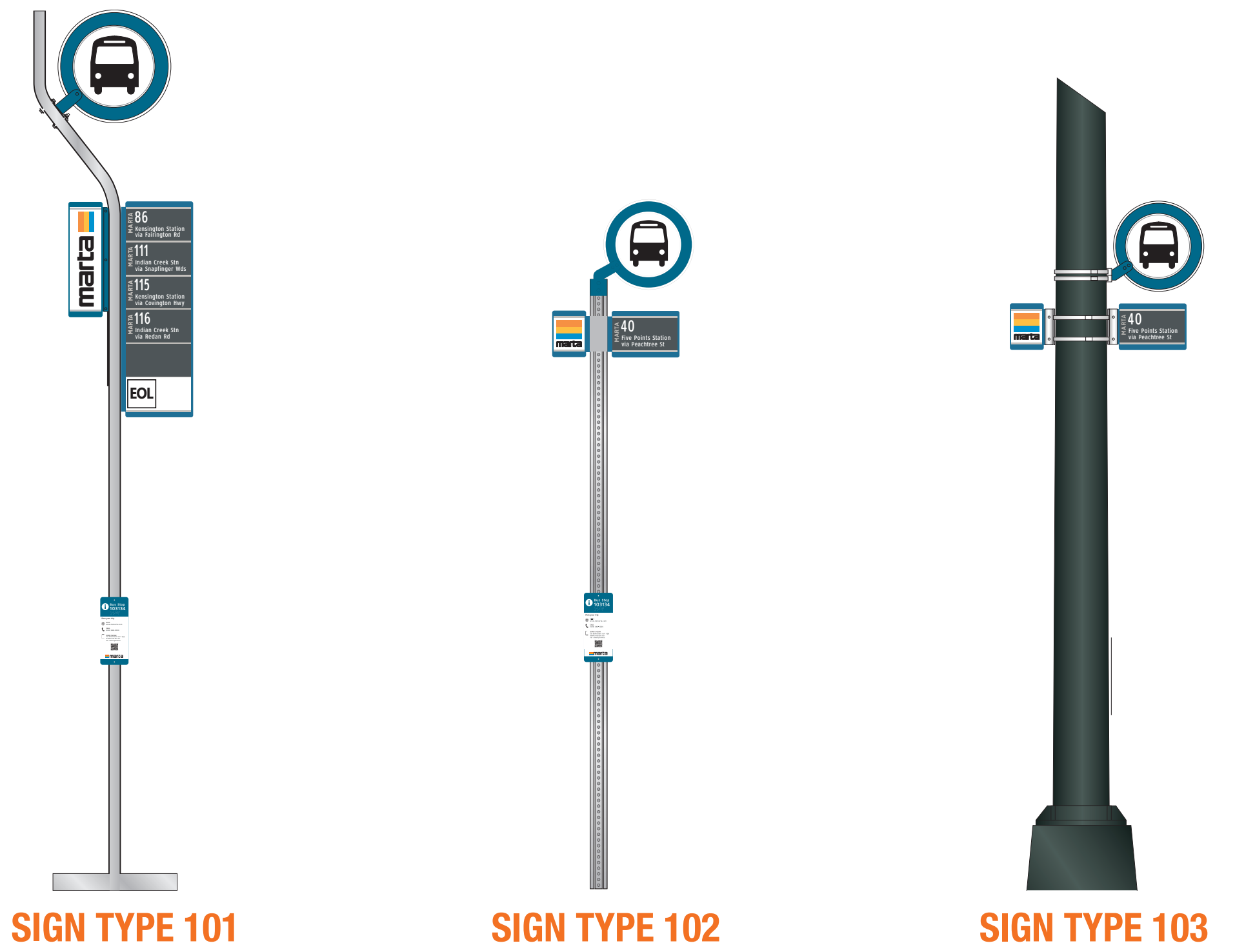


BUS STOP REPLACEMENT/UPGRADE PROJECT

WHAT IS THE BUS STOP REPLACEMENT/UPGRADE PROJECT?

BSRU is a project to replace MARTA's bus stop signs with a new, enhanced design that:

- Gives MARTA's bus system a strong branding and fresh look.
- Provides useful information for both passengers and operators.
- Unifies bus stop signage with other Regional efforts.
- Includes all of MARTA's 8,949 bus stops, along with bus bays at MARTA rail stations and park/ride lots.



SIGN TYPE 101

SIGN TYPE 102

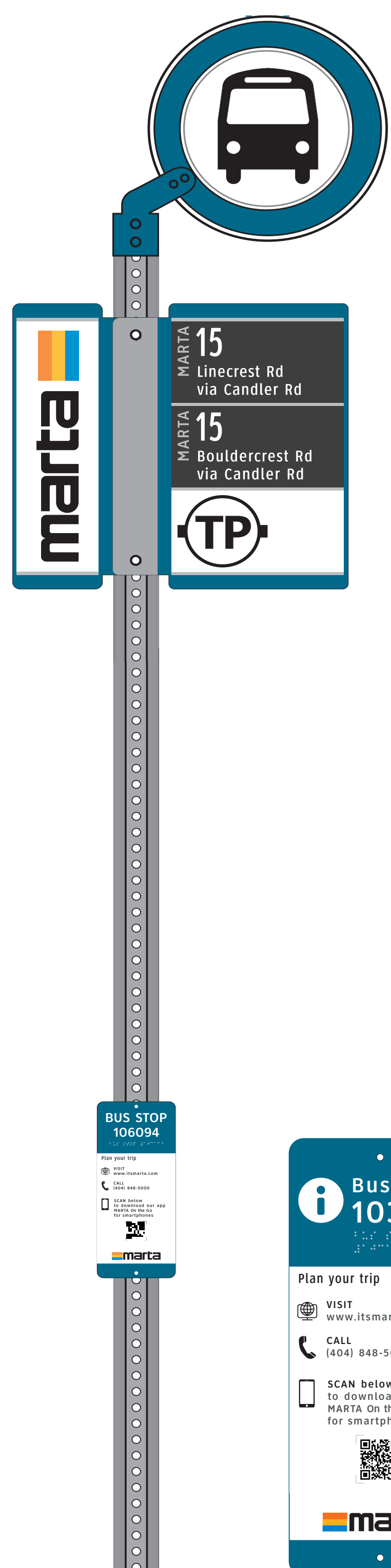
SIGN TYPE 103

*Sign types only refer to the pole type, the sizes of branding and route panels differ depending on the number of routes

SIGNAGE SYSTEM

The new bus stop signs are a tiered system adaptable to multiple street environments that:

- Display service information for up to thirty-six routes in a sign.
- Uses features proven effective at transit agencies across the industry & adhere to industry best practices.
- Can include any combination of regional transit operators.
- Provide ties to technology applications like Trapeze INFO-IVR, MARTA On the Go, and others.
- Re-use existing assets when possible. Most signs fit existing U-Channel poles, reducing costs significantly.



Universal Bus Identifier

Each sign is identified by a universal bus symbol developed by the American Institute of Graphic Arts and the US Department of Transportation.

Service Information

Every sign is equipped to include:

- Agency name
- Route number
- Route destination
- Route name/most travelled corridor



Operator Information

As needed, signs will carry messages to help bus operators recognize time points, ends of line, or other special instructions.

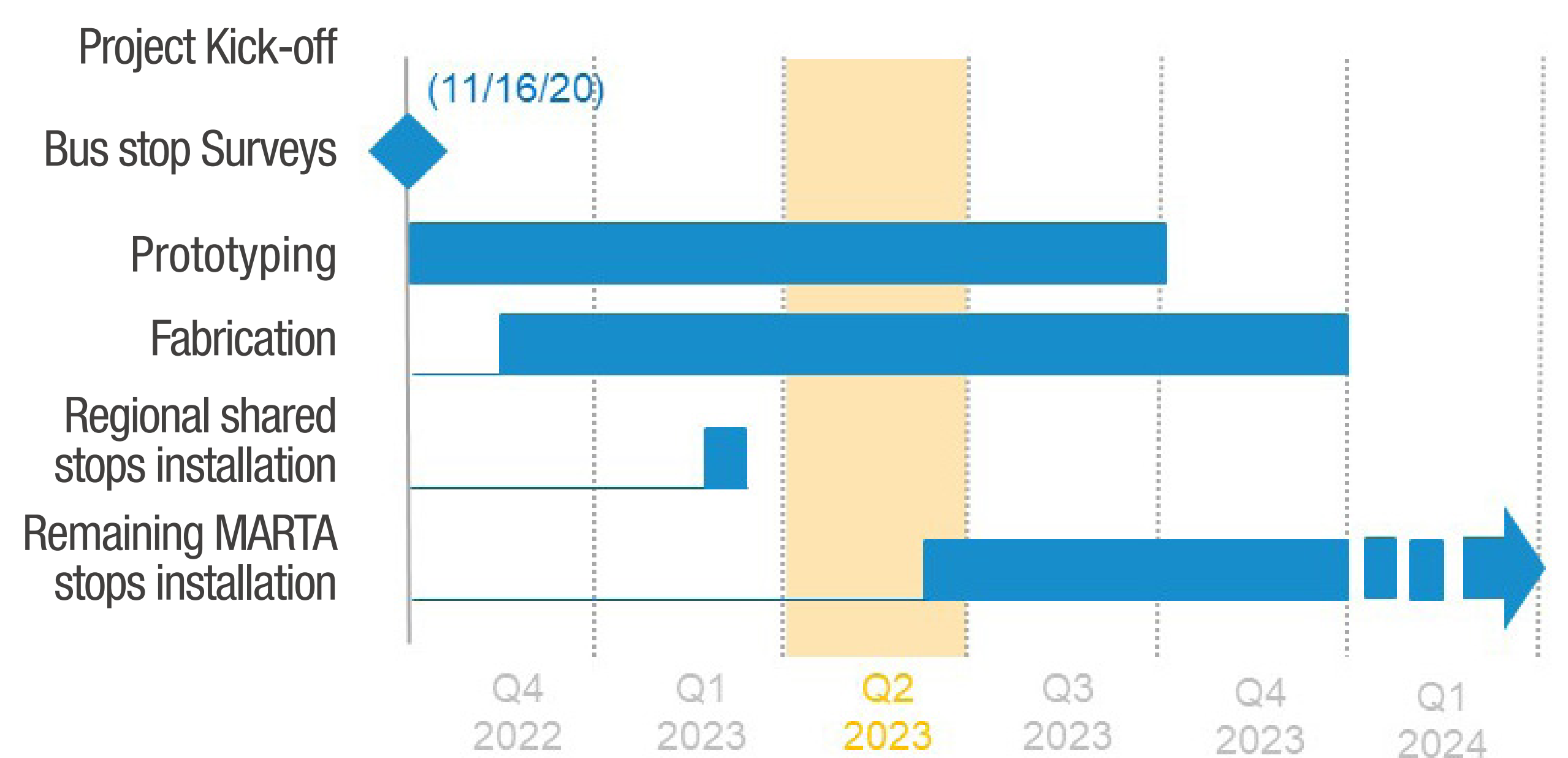


Passenger Information

A panel at each stop will display:

- Bus stop number in text and braille
- Customer service information
- MARTA's website and phone number
- QR code – to display scheduled arrival times

PROJECT TIMELINE *



ACKNOWLEDGMENTS

The Bus Stop Replacement Project is also a regional transit project that benefited from the help of our partner agencies - Xpress, CobbLinc and Gwinnett County Transit, as well as the Atlanta Regional Commission. This effort was financially supported by our Regional, State and Federal partners.

Lastly, we would like to acknowledge our patrons for their understanding in this period of transition from the old signage system to the new one.

For additional information please contact the Project Manager:

Corentin Auguin
 Manager Special Projects & Analysis
 404-848-4117
 cauguin@itsmarta.com