



HAPPY CX DAY!

October 3: MARTA joined the global celebration of [CX \(customer experience\) Day](#).

This year's celebration focused on the importance of CX to contribute to a better world by making a positive, sustainable difference for customers, employees, and organizations. CX Day emphasized good customer experience doesn't just happen; it requires leadership support for intentional work led by skilled CX professionals.

The Customer Experience Division held exhibitions at Headquarters, where every office presented its prioritized projects to build internal awareness, engage, and gather feedback. The Office of Sustainability showcased its sustainability-related programs and held a popular Sustainability Quiz for attendees.



By answering 6 out of 6 questions correctly, Paula Nash won the Sustainability Prize!

PEACHTREE ROAD RACE

July 4: For the first time, MARTA fare stickers were included in 1,300 early bird race packets for participants to adhere to their bibs for easy travel on race day. Additionally, the [Breeze Mobile 2.0](#) app was used thousands of times. Altogether, MARTA moved approximately 40,000 people, reducing the number of personal cars on the road, thereby reducing traffic and emissions.



WORLD CUP 2026

Atlanta is excited to be included as one of the host cities for the FIFA World Cup in 2026. Sustainable event management, environmental protection, and promotion are an integral part of FIFA's host city requirements. MARTA will be a key contributor in ensuring Atlanta meets these requirements by increasing the availability of low-carbon transport infrastructure.



MARTA's Young Professional Group and the Research & Analysis Department transformed a curbside parking spot near Tech Square into a green parklet, allowing us to interact with the community and other advocates of multimodal transportation.

PARK(ing) Day—September 15: MARTA was a proud participant of [Park\(ing\) Day](#), hosted by Georgia Tech. This is a worldwide event deprioritizing cars and focusing on creating public space and activities for people. Park(ing) Day aligns with MARTA's mission to advocate for and provide safe, multimodal transit services that promote prosperity, connectivity, and equity, and ultimately contribute to a more livable region.

SNEAKER RECYCLING

Did you know that 400 million children worldwide live in extreme poverty and most of them have never owned a pair of shoes? Yet each year, millions of shoes are thrown away, inundating landfills.

June 17: Family Day—MARTA hosted an [Eco-Stuffie event](#) which featured hands-on activities and games. Participants were able to make their own Eco-Stuffies to take home. These plush toys are filled with GRIND or stuffing made from recycled sneakers.

Inspired by this event, MARTA will [collect used sneakers](#) during Earth Day month in April 2024. Donated sneakers are either distributed to people in need, recycled into athletic surfaces, or used to make GRIND stuffing for beanbags, dog beds, stadium seats, etc.



SUSTAINABLE HOLIDAY TIPS

The end of the year means the holidays are upon us! Here are a few small actions that can go a long way to make your holidays sustainable!

1. Every year, we throw away more than one billion pounds of pumpkins, which take up room in landfills and produce emissions. Instead of putting them in the trash, try:
 - 🍂 **Reuse** in the kitchen by making pumpkin puree for cooking or roasting the seeds for snacks. Save seeds to plant in your garden or use the pumpkin as a temporary planter.
 - 🍂 **Donate** to local farms, zoos, or animal rescue organizations that use them as food for their animals, for example, [Pumpkins for Pigs](#).
 - 🍂 **Compost** pumpkins (be mindful of seeds, as they may sprout in your compost pile).
2. Trade or reuse costumes and candy bags instead of buying new or disposable ones.
3. Buy locally sourced and seasonal food for gatherings to reduce transportation emissions, ensure freshness, and support local economies.
4. Use reusable plates and cutlery instead of one-time-use disposables to reduce waste.
5. Use reusable or recycled gift wrapping.
6. Prioritize intangible (songs/poems, etc.) or recycled/reused gifts over new gifts to reduce plastic waste.



What is Sustainability? Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their own needs.

MARTA SUSTAINABILITY INITIATIVES



UPDATE:

FROM RAIL TO REEF

Two dismantled MARTA railcars were inspected and approved by U.S. Coast Guard for deployment as artificial reef material, providing habitat for marine life in the Atlantic Ocean. Having been shipped to Savannah, once conditions are optimal, they will be added to an established reef approximately 23 nautical miles east of Ossabaw Island in about 55 to 65 feet of water.

Check
out our new
**Sustainability
Dashboard!**

Use the QR Code below to learn about other MARTA Sustainability Initiatives, such as Sustainability Training, Envision Framework, and the Climate Action Resilience Plan:



If you have a sustainable project idea you'd like to submit, please do so at sustainability@itsmarta.com OR call MARTA's Office of Sustainability Hotline at 404-848-4434.