



# RAPID TRANSIT PROGRESS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

“MARTA REPORTS TO THE PEOPLE IT SERVES...”

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## MARTA-ATS BUSES ARRIVE

Ten of the most modern buses ever built, and the only buses of their kind anywhere, were delivered to eager Atlantans July 1, 1968. The arrival of these new buses was especially significant because it marked the first of many anticipated joint efforts between the Atlanta Transit System, who is leasing and operating the buses, and MARTA, which purchased the buses.

The buses were officially welcomed in a brief ceremony by Richard H. Rich, MARTA Chairman; William P. Maynard, President of Atlanta Transit System; and C. J. Jacobs, President of Local #732, which represents the drivers.

Mr. Maynard noted that “the buses would immediately be put into service, to serve riders on routes throughout the city, and give everyone the opportunity to enjoy and inspect the new vehicles in air-conditioned comfort.”

The buses, which were built by General Motors, were purchased by MARTA under competitive bidding procedures, and will be leased to the Transit System over a period of ten years. Revenue to MARTA from the lease will pay both the principal and the interest.

Mr. Rich outlined the reasons for the purchase. “It is essential to the development of rapid transit for Metropolitan Atlanta that a balanced system of transit be developed, including fully coordinated bus transportation.”

He noted that under the terms of the lease agreement, the Transit System will furnish MARTA with information as to patronage, routes and other information helpful to MARTA in its studies of a bus feeder system.

“Through this rapid transit project,” Mr. Rich concluded,

“MARTA can contribute immediately to relieve some of the transit pressure, and can meanwhile gather much valuable information in regard to the coordination of such facilities in the future.”

A prototype of the new vehicles, the first of its kind tested anywhere, has operated in Atlanta since last fall and greatly exceeded expectations in terms of performance and public acceptance. Each bus is powered by a big, new 338 H.P., V-8 engine that replaces the standard 238 H.P., V-6 formerly standard in city buses. The greater size of this new engine makes it equal to the task of operating faster and more efficiently in all types of traffic conditions, while powering the air-conditioning system to deliver thermostatically controlled comfort.

These unique new 47-passenger buses also feature the latest in appearance and comfort styling. New, super-soft foam seats of special design, are two inches wider than standard with higher seat backs to afford passengers greater comfort and leg room. Interiors are tastefully color-harmonized in a fresh, modern decor.

Riding comfort has been increased by a more advanced suspension system and new super V-8 transmission that allows smooth shifts under full engine power and an overdrive feature which cuts-in at speeds over 40 m.p.h. Coupled with the new power plant, the vehicles are capable of highway speeds up to 65 m.p.h., with an increase in operating economy.

The buses which are now in service will be used on various routes throughout the entire system.



MARTA Chairman Richard H. Rich, in driver's seat, hands keys to ATS President William P. Maynard.



The ten MARTA-owned, ATS-operated air-conditioned buses were placed into service immediately throughout the transit system.



# MARTACTION

At its May meeting, the MARTA Board of Directors agreed to purchase ten air-conditioned buses and lease them to the Atlanta Transit System. The money to buy the buses would be borrowed from a local bank, and the revenue from the lease would be sufficient to pay both principle and interest. (See story on Page 1.)

The Board also agreed to perform additional studies on a Model Cities line for approximately \$30,000.00 and on a Buckhead Alternate for approximately \$9,500.00.

The Board confirmed the appointment of Mr. Ed Gilcrease of Parsons Brinckerhoff-Tudor-Bechtel as MARTA representative to work with the Alan Voorhees firm in the Atlanta Area Transportation Study.

At its June meeting, the Board was advised that the General Motors Corporation was the low bidder on the purchase of the ten air-conditioned buses, at \$38,728.68 per bus, with delivery charges specified separately at \$300.54 each. The Board, by resolution, accepted the General Motors Corporation bid.

General Manager Henry L. Stuart recommended a number of additional planning programs as a result of the recent series of public hearings. Stuart reported that the general sentiment expressed at the 12 public hearings conducted in late April and in May was favorable toward the routes and station locations which had been proposed by the engineering consultants.

Stuart stated that a number of recommendations had been made for modifications, extensions, and additions to the proposed routes. He recommended that MARTA "undertake a planning program similar in refinement to what is required under Section 701 of the Housing Act of 1954 to examine the possibilities of the following:

1. A line towards the Perry Homes area in Northwest Atlanta.
2. An extension of the West line to Fulton Industrial Boulevard.
3. An extension of the East Line past I-285.
4. A line towards South DeKalb County. This line needs only to be studied sufficiently at this time to identify potential corridors. There is no need as yet to perform patronage studies."

Stuart's proposal was adopted by the Board.

Stuart also summarized the public response at the 12 public hearings. The following is a brief account of Stuart's report.

**EAST POINT, April 29.** East Point and College Park speakers were outspoken in their support of the project and the way in which we are developing our program. They were delighted that the first hearing was held in their areas. Only one person spoke in opposition, and he objected to the cost and to taking people out of East Point.

**LENOX, April 30.** Leading citizens spoke strongly for the project. The Buckhead Alternate excited no interest at the hearing, but since then we have learned of considerable feeling in opposition to this alternate. When work on this subject progresses sufficiently, we should go back for another formal hearing.

**DOWNTOWN, May 2.** We received strong endorsement from all the business groups such as the Atlanta Chamber of Commerce, Central Atlanta Progress, Inc., Atlanta Jaycees, and from the Mayor's office.

**WEST END, May 6.** West End business, civic and church groups gave us a strong endorsement. They did not place into the record their earlier request for a different station site. We are continuing to work with them on this matter.

**CLAYTON COUNTY, May 9 (Forest Park).** We received 100 per cent support from the Clayton County Commissioners and gratifying support from business and other leaders. One man appeared to protest cost estimates which were not at issue at the hearing, and to object to the continuance of the Clayton County vacancy on the MARTA Board.

**DECATUR, May 13.** We received strong support from business and political leaders, but they made it very clear that more lines are needed to serve DeKalb County. Strong support was given to the Decatur Alternate, which would place the station closer to the Courthouse Square. One speaker expressed concern about costs.

**DORAVILLE, May 15.** This hearing was also productive in that local speakers gave us advice about the schedule of development they expect. In one word, "quicker." They recognize that Doraville/Chamblee is a long way out, but a prolonged development schedule is not acceptable. A stated reason for the impatience of North DeKalb County residents is the crowded condition of the Northeast Expressway.

**WEST SIDE, May 16.** A very productive hearing in that communications were established with a substantial part of the Negro community. We received a list of requests from the Atlanta Summit Leadership Conference, and we were able to respond to them positively.

**CANDLER PARK, May 20.** We used a different communications program to generate attendance, and learned that the method used for the West Side hearing was more effective. Statements made most often by speakers related to requests for assurances about no job discrimination.

**AME ZION CHURCH, May 22.** Several speakers took exception to our arrangement for the West Lake Station. They place more importance on our use of vacant land than we do, and they do not place as much importance on street access as we do. Most speakers addressed themselves to objections to our organization; specifically, the absence of Negro employees on the staff and the limited Negro representation on the Board. We explained this as best we could.

**SANDY SPRINGS, May 27.** Speakers presented an understanding that Sandy Springs is not a first priority, and they expressed quite clearly that they expect to be part of our project some day.

**SOUTH DEKALB, May 29.** There was some expression of interest and need for a rapid transit line into South DeKalb County where none is now shown. However, the proponents of this South DeKalb Line also stated that they do not travel into Atlanta very often.

## METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

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"DIRECTED BY THE GEORGIA STATE LEGISLATURE TO DEVELOP A RAPID TRANSIT SYSTEM FOR THE 5-COUNTY METROPOLITAN ATLANTA AREA."



Edited by KING ELLIOTT

### BOARD OF DIRECTORS

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#### MARTA STAFF:

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KING ELLIOTT, *Director of Public Information*  
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# "MARTA CHARTA" ROUSING SUCCESS!

The "MARTA CHARTA" inspection tour of Montreal and Toronto rapid transit systems was an eye-opening experience, according to those who made the trip June 12 and 13.

Henry L. Stuart, General Manager of the Metropolitan Atlanta Rapid Transit Authority, said, "I talked to many of those who went, and they invariably stated they were impressed with the two systems, and agreed that something similar is needed in Metropolitan Atlanta. Everyone agreed that the stations in Montreal were beautifully designed and were well-coordinated with the buildings on the surface," he continued. "The bus tour of the surface development around the rapid transit stations in Toronto was of great interest to all of us," he stated. "We were able to see for ourselves the tremendous growth which has taken place within a five-minute walk of the stations, and I believe every one of us was visualizing what might take place around stations in Atlanta, Decatur, the Tri-Cities, Doraville and all other cities in his area."

"One of the most interesting reactions, I think, was the extemporaneous organization of the 'Excavation '69 Club' by several of the participants. Their motto is 'Dig!' and they are convinced that we need to get started as soon as possible actually building a rapid transit system. I agree with them one-hundred percent," Stuart said.

The inspection trip, dubbed "MARTA CHARTA," was organized by MARTA to allow local leaders the opportunity to ride modern rapid transit and to observe the impact rapid transit has had on real estate development and other phases of activity in the two Canadian cities. Those accepting the invitation made the trip at their own expense.

The group included a number of mayors, county commissioners, city aldermen and councilmen, members of the Georgia General Assembly, architects, engineers, planners, real estate developers, and others. Eight other persons who could not be accommodated on the charter flight flew by commercial air lines and made the tours with the "MARTA CHARTA" group.

The Eastern Air Lines charter jet left Atlanta at 8:53 a.m. Wednesday, June 12, and arrived in Montreal shortly before noon. The group toured the Montreal METRO during the afternoon, and flew to Toronto that evening by Air Canada commercial service. The visitors toured the Toronto system Thursday morning, June 13, as part of the Institute for Rapid Transit conference, which was in progress in Toronto. The group returned by charter jet that afternoon, arriving in Atlanta at 6:15 p.m.



Fulton Commissioner Walter Mitchell, MARTA Chairman Richard H. Rich, and State Highway Department Planner Leland Veal are in center of group of members of "MARTA CHARTA" and the Institute for Rapid Transit.



Mr. Robert Hainault, member of the Montreal Transportation Commission, greets "MARTA CHARTA" members at Cremazie Station. Listening are John Calhoun, EOA (with back to camera); Leland Veal, State Highway Department of Georgia; and Stel Hule, MARTA counsel.



Aerial view shows clusters of high-rise development around three Toronto subway stations. Subway parallels Yonge St.



"MARTA CHARTA" visitors inspect external development at Victoria Square Station, METRO exit in part of high-rise office building which contains the Montreal Stock Exchange and other business offices.



McGill Station is one of the most colorful and heavily used stations on METRO system.



Atwater Station opens onto a multi-story development containing "Miracle Mart", business, shopping, and entertainment center built around an enclosed mall. The man who developed this center has expressed interest in the possibilities of a similar project at MARTA's proposed station in Decatur.



Group waiting to board train include Gwinnett Rep. Norris Nash (in green suit); Gwinnett Commission Chairman Ray Morgan (second from right); and MARTA Gwinnett Director, Ken McMillon (right).



MARTA Chairman Richard H. Rich (left), Atlanta Mayor Ivan Allen, Jr., and Atlanta Alderman Charlie Leftwich ride Montreal's METRO.



In Toronto, "MARTA CHARTA" members arrived at the subway station by bus, and walked down clean, well-lit corridors to train platforms. Mrs. Lithangia Robinson, Valhaches Community Club; Senator Leroy Johnson, and Atlanta Alderman Q. V. Williamson are in the foreground.



A special train conducted MARTA people and members of the Institute for Rapid Transit on tour of entire east-west line.



Frontenac Station is another heavily-utilized station.



Toronto makes good use of "Bus 'n' Ride" service. Buses circulate through residential areas, pick up hundreds of thousands of people each day, and deliver them to a nearby subway station for completion of their trip downtown.



Five Atlanta Aldermen talk things over at Toronto subway station. Left to right are Robert Dennis, Hugh Pierce, Charlie Leftwich, Jack Summers, and William Knight.