



BUCKHEAD AREA  
TRANSPORTATION  
MANAGEMENT  
ASSOCIATION

Keeping Buckhead *on the move!*



# About BATMA

*BATMA's mission is to provide relief to commuters, residents, and visitors traveling to and within Buckhead. BATMA works cooperatively with community and regional partners to improve mobility, accessibility and air quality in Buckhead by sponsoring programs and providing incentives to encourage commuters to take transit, carpool, vanpool, telework, bike and walk to work.*

- History of Organization
- Current Mission/Mission Shift Underway
- Who we Work With (82 employers, 18 buildings, 2 nhood)
- Relationship with CID



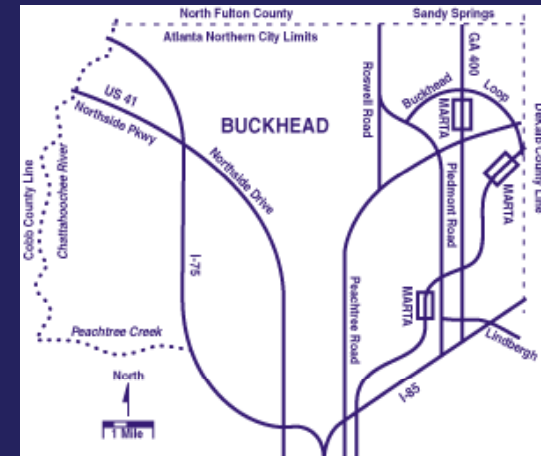
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## What We Do

- We stimulate the development and implementation of alternative transportation solution programs with Buckhead employers, commercial properties and neighborhood residents.
- We develop, promote and implement employee commuting options that reduce traffic congestion and improve air quality.
- We foster relationships with a broad range of community interest groups.
- We shape the development of community infrastructure to improve mobility to and within Buckhead.

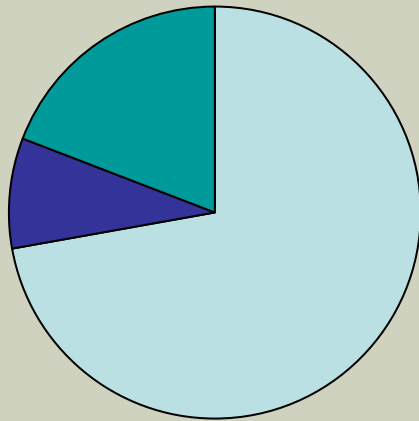




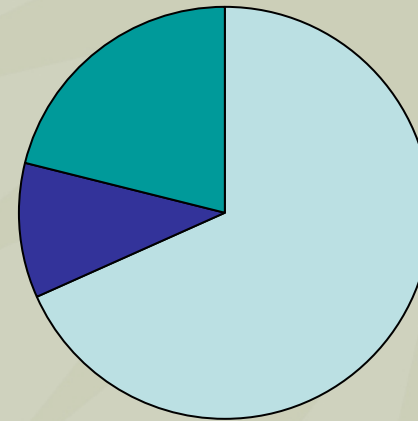
# Financial Overview

2007 Funding

2008 Funding



□ CMAQ □ Dues □ BCID



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- Dues Revenues Increased by 9%
- CMAQ Revenues decreased by 15%
- Leverage Ratio = 68%
- Cost per VMT Reduced = 3 cents per mile
- Cost per ton of emissions reduced = \$16,019



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# Program Offerings

- Commuter Services
  - Alternative Work Arrangements (Teleworking, AWS)
  - Bike/Walk
  - Carpool/Vanpool
  - Transit
- Employer Services
  - Commute options plans
  - Telework consulting
  - Tax benefits program consulting
  - Discounted transit pass program – *Tran\$ave*
  - On-site Events and Amenities



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# Typical Results

- **In 2008** (excludes shuttle)
  - **44.11 Tons of Emissions Eliminated**
    - +6 tons over 2007 - increase of 16%
  - **26,361,429 of Vehicle Miles Reduced**
    - +4 Million over 2007 - increase of 18%



Miles reduced equals 1,062 trips around the Earth or 410,998 trips around Interstate 285.



**9 Adult Elephants**



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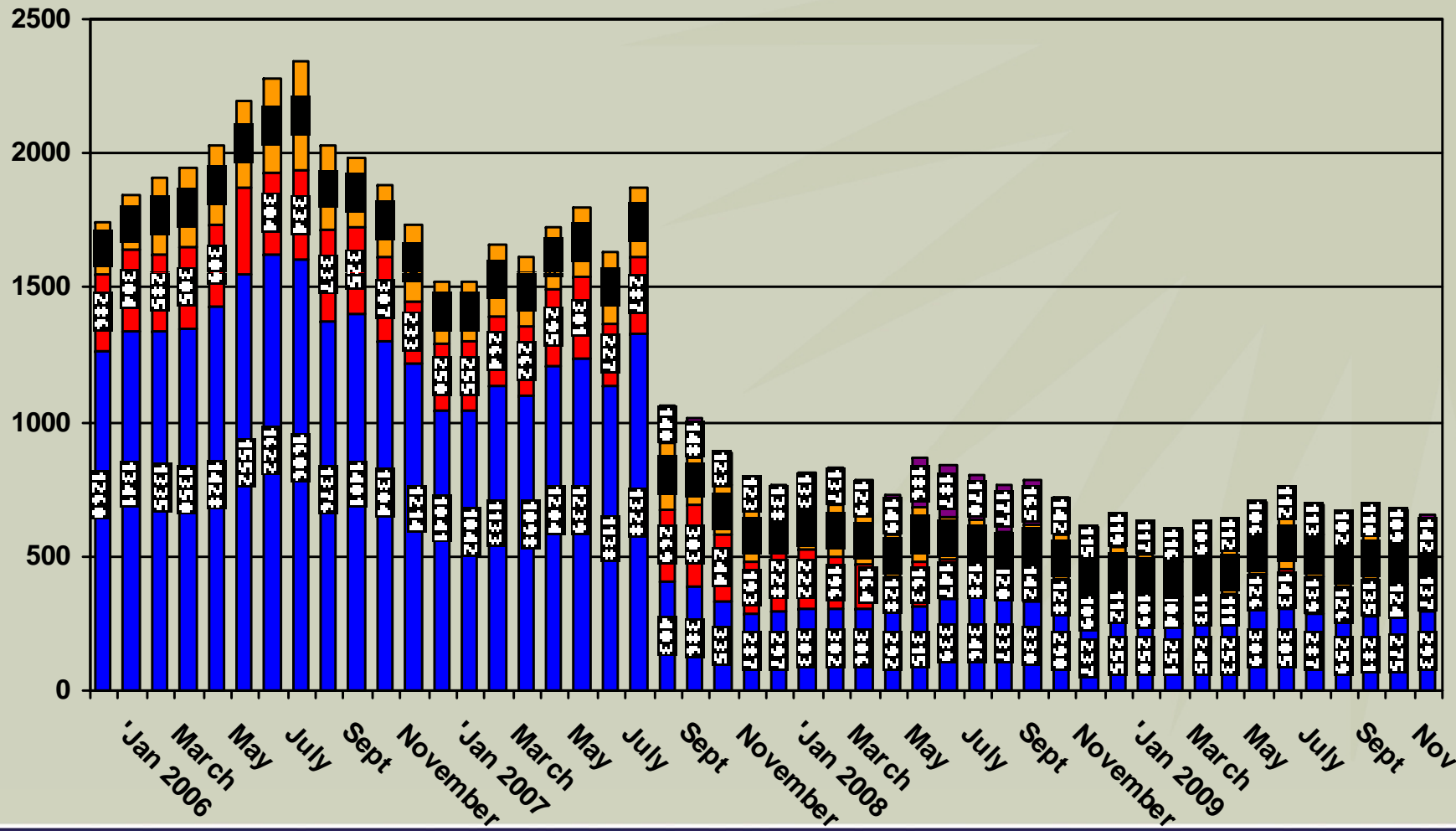
# Planning Initiatives

- Completed
  - Buckhead Action Plan(s)
  - Piedmont Corridor Study
  - Buc shuttle
- Underway
  - SPI-9 Expansion
- Future
  - SPI-12
  - Community Wide Greenspace Plan



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# The buc



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