



Introducing BATMA's Tran\$AVE Program

The Buckhead Area Transportation Management Association (BATMA) now has reduced cost unlimited monthly MARTA Breeze cards available for sale to all area employees and residents through its Tran\$ave program. The cards, regularly \$68 per month, are available through BATMA at a reduced cost of \$61.20 (10% discount). BATMA is able to offer this rate because of its participation in the MARTA Partnership program that allows us to purchase in volume and receive a discount for doing so. By coordinating with area businesses and residential properties, BATMA consolidates sales to achieve a greater cost savings. These reduced cost passes are a great benefit that you can take the credit for offering to your employees.

Taking advantage of this program is simple. There is no long-term commitment required from you. All you have to do is coordinate the sales for your property or business and have a single representative tell BATMA approximately how many cards you will need activated for the following month. BATMA will send you the initial order of cards plus 10% more cards for you to keep on hand for replacements or new participants. You will sell the monthly benefit between the 1st and the 10th of the month for the following month and collect the money for the number of cards that need to be activated. You are not committed to purchase any minimum number of cards each month. You simply buy the number you need based on your demand! Payment must be made in cash or check made payable to BATMA.

Please call 404-842-2684 with any questions, or if you would like more information, or to place your order. I am looking forward to the successful implementation of this program and would love to help encourage your employees to use MARTA. Every single card sold results in trips eliminated which helps reduce the traffic on our local streets!

Thank you for any efforts you might be able to undertake to help make this program a success.

Calvin Cromer

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