

marta



Conley

reach

FORT GILLEM

Lake City

**GT** Georgia  
Tech.



# Project Update

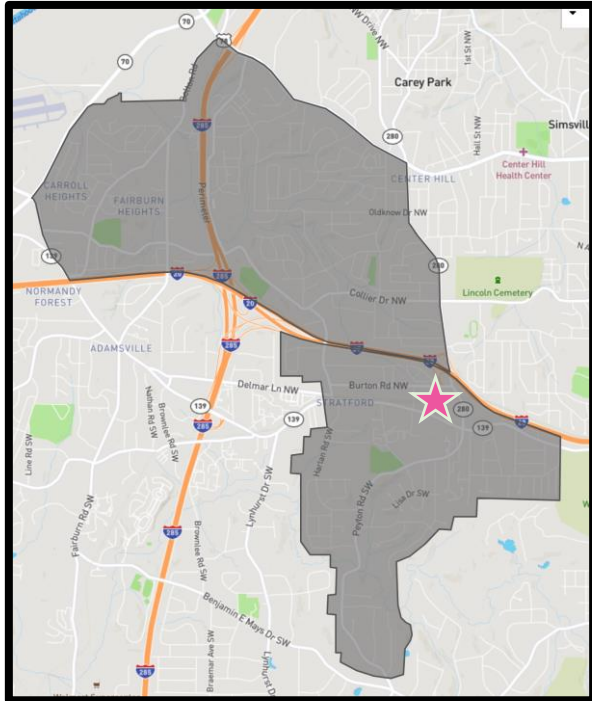
February 17, 2022

**MARTA Board of Directors**  
**External Relations Committee**

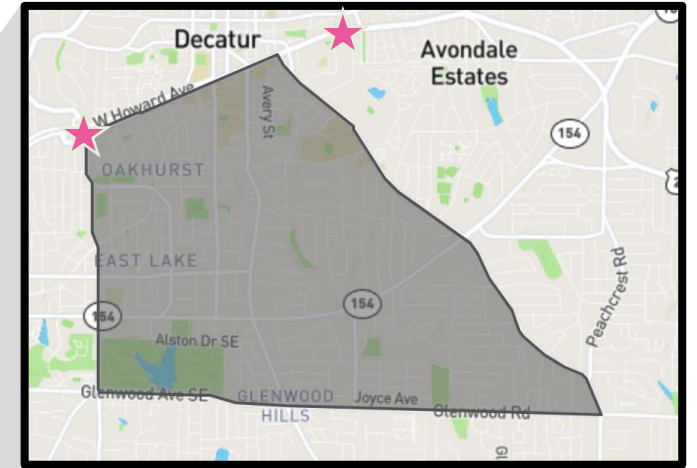
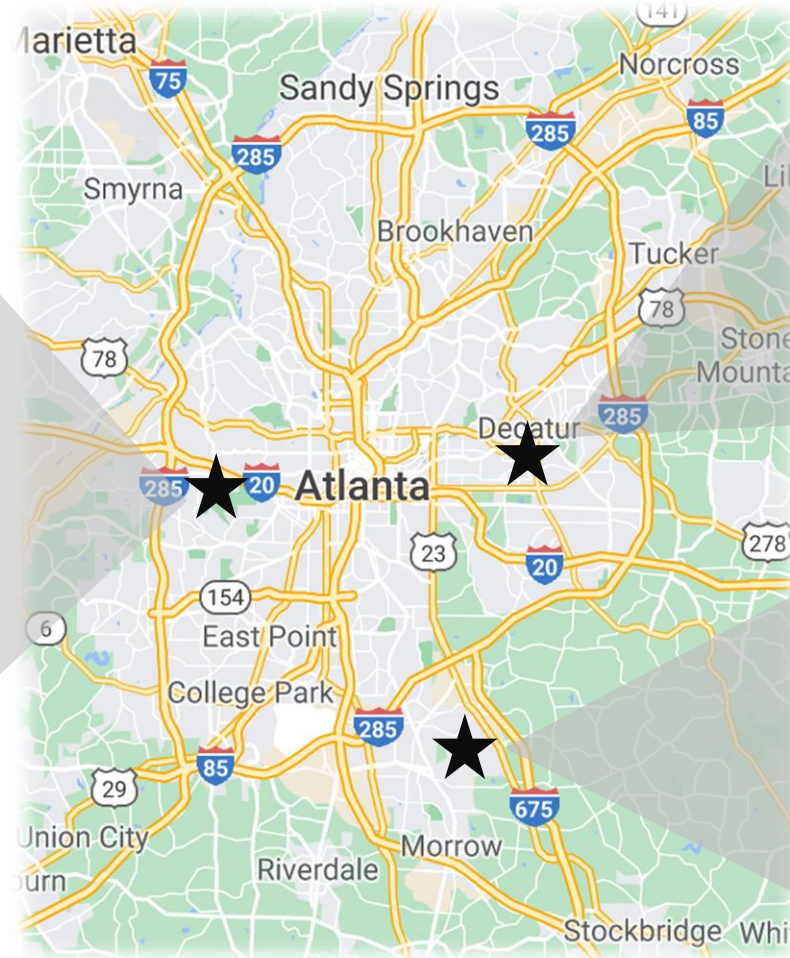
# Reminder: Pilot Overview

- Six-month pilot starting on **March 1<sup>st</sup>, 2022**
- Partnership between MARTA and Georgia Tech
- Shuttles will connect “virtual stops” within zone to nearby fixed-route transfer hubs
  - Routing will be timed in order to coordinate transfer between the on-demand service and fixed route bus and rail
- Pilot will operate **6:00 AM to 7:00 PM, Monday - Friday**
- Standard \$2.50 fare with transfers included, passes accepted
- Pilot service limited to three specific zones

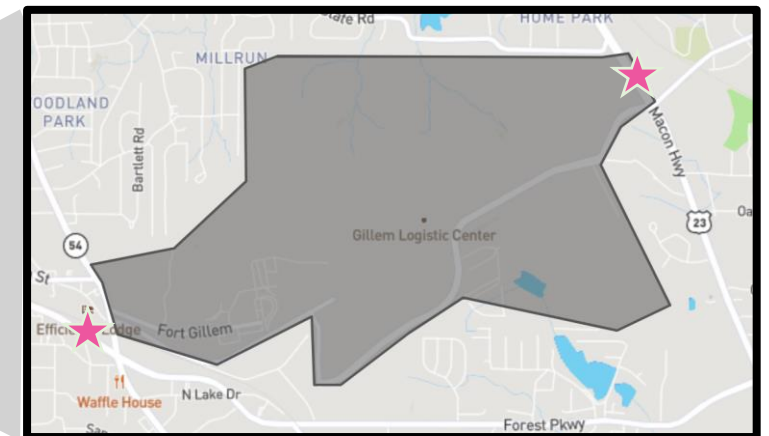
# Pilot Service Zones



**West Atlanta**



**Belvedere**



**Gillem Logistics Center**

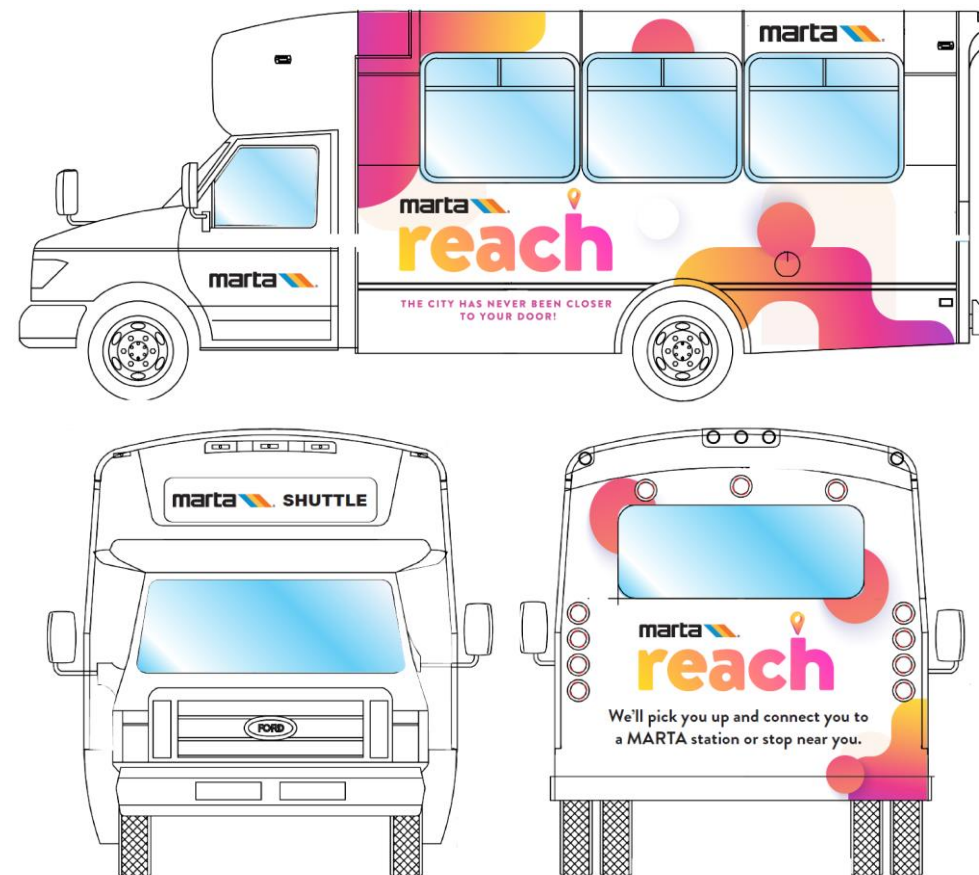
# What are we trying to learn?

- Short-term pilot will gather insights into how a large-scale program might work best in practice in our service area
  - Are MARTA riders interested in using on-demand transit service?
  - What does ridership look like and what types of trips are riders using the service for?
  - Is this a cost-effective way of serving transit ridership?
  - Is there a difference in use between primarily residential zones vs. commercial or industrial zones?



# Branding & Vehicles

- Dedicated MARTA Reach branding
- 18 dedicated lift-equipped Mobility vans available for pilot
- Eight passenger capacity
- Vans equipped with Breeze fareboxes, Breeze Mobile validators, CCTV cameras, and tablet running driver app



**Photos of vans MARTA Reach branding**

**Reach Fleet**



**Reach Vehicle Branding**

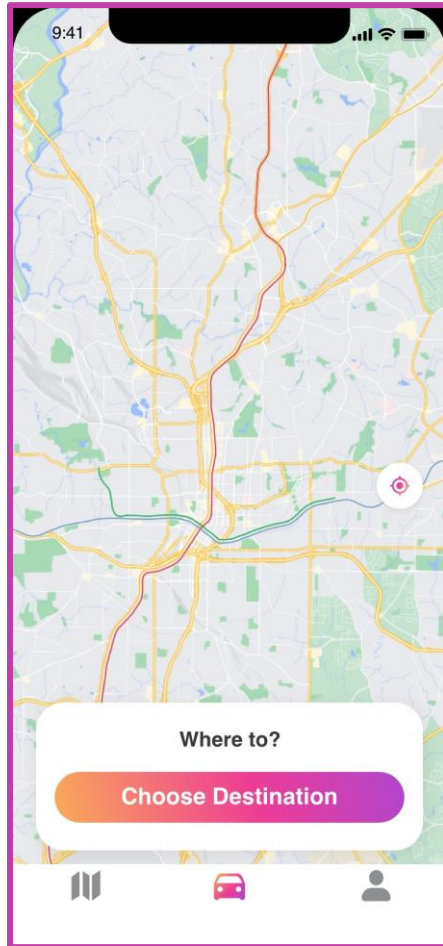


**Reach Vehicle w/ Lift**

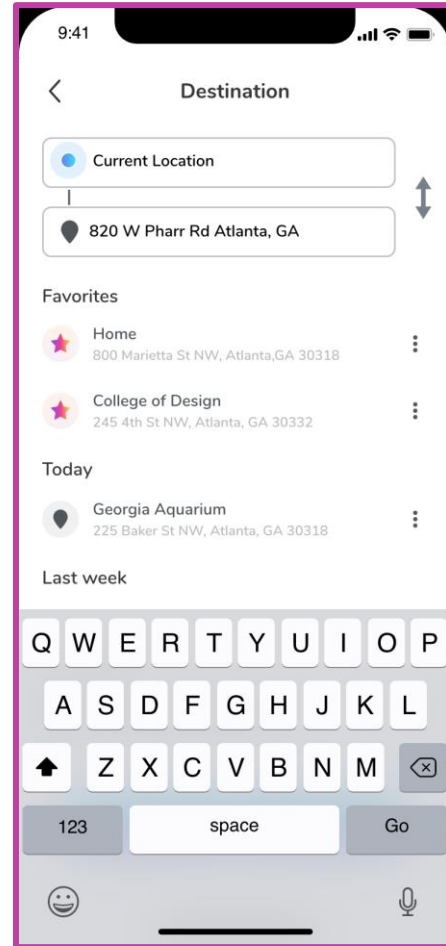


**Inside the Reach Vehicle**

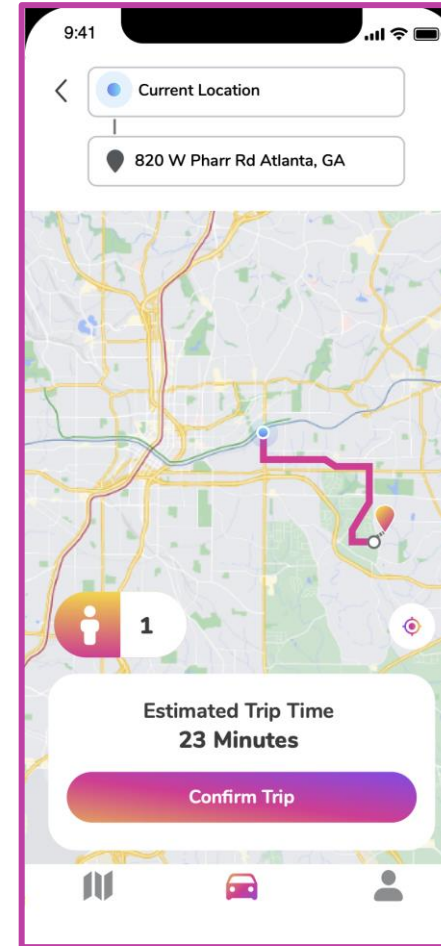




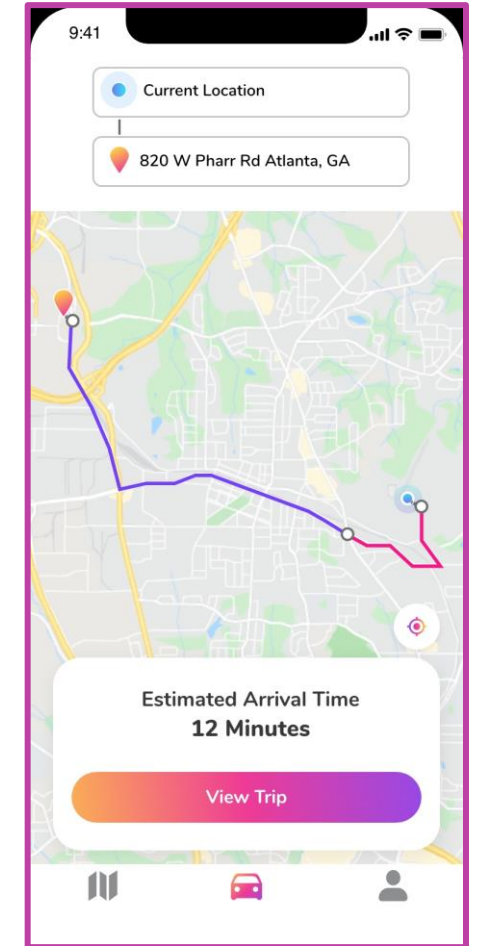
**Home Screen**



**Enter  
Destination**



**Track Vehicle**



**Multi-Modal  
Trip**





# Stop Locations

| Zone             | Existing stops*<br>(fixed route) | New stops<br>(virtual only) | Grand Total |
|------------------|----------------------------------|-----------------------------|-------------|
| Belvedere        | 283                              | 112                         | 395         |
| Gillem Logistics | 16                               | 18                          | 34          |
| West Atlanta     | 200                              | 75                          | 275         |
| <b>Total</b>     | <b>499</b>                       | <b>205</b>                  | <b>704</b>  |

- *\*All existing fixed routes stops within the zones will also be served by MARTA Reach.*
- All stop locations were field evaluated for safety, accessibility, and operational efficiency.

# Marketing & Communications

| Task                          | Status                           |
|-------------------------------|----------------------------------|
| Belvedere Zone Townhall       | <b>Complete: Held February 2</b> |
| West Atlanta Townhall         | <b>Complete: Held February 9</b> |
| Rider Workshop (all zones)    | <b>Complete: Held February 8</b> |
| NPU Workshops                 | <b>Ongoing</b>                   |
| Station & Business Canvassing | <b>Ongoing</b>                   |
| Direct Mailers                | <b>Ongoing</b>                   |
| Digital Advertising Campaign  | <b>Ongoing</b>                   |
| Social Media Campaign         | <b>Ongoing</b>                   |
| Community popup events        | <b>Following service launch</b>  |

# What are we hearing from riders?

- Riders are excited about the prospect of having this on-demand service to complete trips that are currently difficult with fixed route bus and rail
- However, some feedback we are hearing includes:
  - Expanding days of service to include weekends
  - Extending hours of service past 7:00pm, to accommodate 3<sup>rd</sup> shift and other non-traditional work hours
  - Increased the number of zones where the service will operate, to provide benefits further into the service area
  - Allowing bikes to be taken on on-demand vehicles

**All feedback will be incorporated into the pilot evaluation and any future plans.**



# Next steps

- **Finalize testing:**

- Internal testing – **complete**
  - Rider App, Driver App, Internal Monitoring App, Fare Collection
- Field testing – **ongoing**
  - System has been tested in all 3 zones
- Rider testing – final rider testing session on February 24, 2022

- **Launch event:**

- February 28<sup>th</sup> at 11:00am
- Location: Georgia Tech



# Thank you!

More information at  
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