NEXTGEN BUS

marta

OVERVIEW

MARTA is updating its bus network to better serve you. Please be a part of the process and provide your feedback to help us understand where you want the system to take you and when. Our goals:

- Expanding access to opportunities
- Ensuring there are no disparate negative impacts for historically disadvantaged communities

- Improve regional connectivity
- Identify inefficiencies in the system

The NextGen Bus project is a collaborative effort and we are relying on input from our customers and other transit partners to help make the network efficient and convenient.

What is a Bus Network Redesign?

The Bus Network Redesign is a unique opportunity for the Authority, its transit partners, and customers to create a new system of bus routes that will better align with the priorities of Atlanta-area residents and businesses today. Each bus route will be evaluated and possibly modified, with some routes undergoing more substantial changes than others. Redesigning the bus network means collaborating with others to answer questions such as:

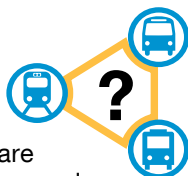Where should bus service travel, and how frequently?

How should service run on weekends, or at night?

Should some locations get new service, or additional service?

How are connections made among buses, and between buses and trains?

REIMAGINED

Why is MARTA redesigning its bus network?

Since the opening of its first routes, MARTA's bus network has gradually expanded to accommodate growth in the service area and serve newly developed areas. Due to expansions, declining ridership, and changing travel patterns, it is time to redesign a bus network that best serves MARTA's customers. An efficient network should adapt to changes in its environment. The Bus Network Redesign will focus on those changes and identify goals and objectives for a network that better serves the community.

What is the process?

MARTA's Next Gen Bus Network will go into effect after public hearings and Board adoption. The following are the main steps in the process:

ANALYZE EXISTING CONDITIONS
Conducted a thorough assessment of the existing network to analyze ridership demand and trip patterns.

ESTABLISH ALTERNATIVES
Collaborated with jurisdictional partners to develop contrasting alternatives. These alternatives demonstrated two paths for reimagining the network and highlighted tradeoffs for consideration.

The alternatives were shared with jurisdictional partners and the broader public.

The MARTA Board of Directors set the policy guidance for the Next Gen Bus Network.
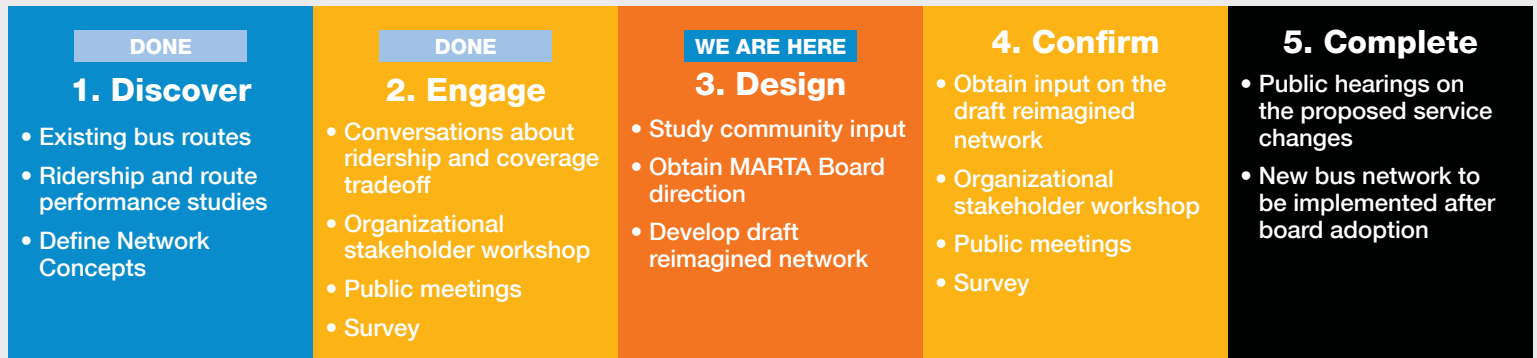
DEVELOP DRAFT BUS NETWORK
A draft of the reimagined network will be presented for public input and will inform the final bus network redesign.

FINALIZE BUS NETWORK
The final bus network will be implemented after public hearings and Board adoption.

Redesign Process

DONE	DONE	WE ARE HERE	4. Confirm	5. Complete
1. Discover	**2. Engage**	**3. Design**	• Obtain input on the draft reimagined network	• Public hearings on the proposed service changes
• Existing bus routes	• Conversations about ridership and coverage tradeoff	• Study community input	• Organizational stakeholder workshop	• New bus network to be implemented after board adoption
• Ridership and route performance studies	• Organizational stakeholder workshop	• Obtain MARTA Board direction	• Public meetings	
• Define Network Concepts	• Public meetings	• Develop draft reimagined network	• Survey	
	• Survey			

Let's hear from you!

Public participation is critical to the success of any bus network redesign. Input is welcome from all throughout all phases of the process, and MARTA will be reaching out and conducting several public events and forums.

Due to health concerns related to the COVID-19 pandemic, public and organizational stakeholder engagement opportunities could remain virtual through-out this process.

Below are ways to participate and stay up to date with the project.

✔ Visit the project website marta2040nextgenbus.com

✔ Follow us on Twitter #NextGenBus

✔ Participate in an online event this winter and spring

✔ Email busnetwork@itsmarta.com with questions or comments