



marta

reach

MARTA and Georgia Tech are partnering on a 6-month pilot of a new on-demand rideshare service, connecting riders in three zones across the region to MARTA bus and rail service. This pilot is meant to test how on-demand shuttles can be used to make it easier and faster for our riders to get to and from their destinations using MARTA. We're calling this program: **MARTA Reach**. As MARTA explores new options with our **NextGen Bus project**, we're using this pilot to learn how on-demand service can work to supplement and expand the reach of our buses and trains. MARTA Reach is meant to work with our existing services, and will help minimize waiting and walking.

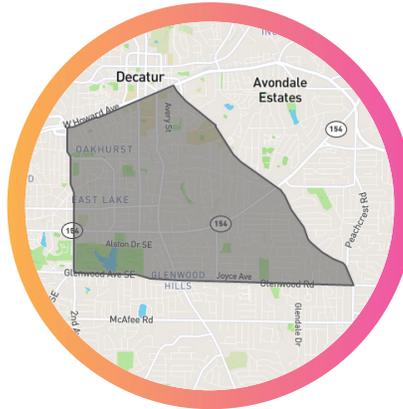
MARTA REACH ZONES.



West Atlanta

Key transfer points:
H.E. Holmes

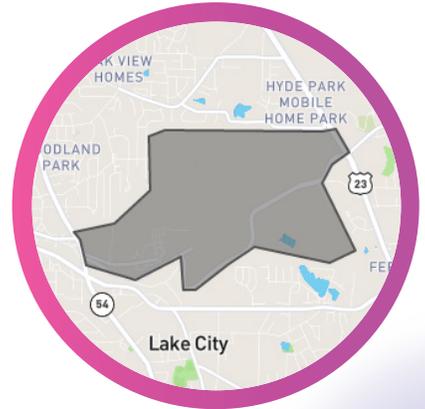
What we're trying to learn:
How does on-demand service work to serve first-mile needs in a primarily residential community?



Belvedere

Key transfer points:
East Lake, Avondale

What we're trying to learn:
How does on-demand service work to serve first and last mile needs in a mixed used community?



Gillem Logistics Center

Key transfer points:
Routes 193, 194, 195, 55

What we're trying to learn:
How does on-demand service work to serve last mile needs in an industrial area?

At the beginning of your trip? Use MARTA Reach to get to your local bus stop or train station – the bus or the train will get you the rest of the way.

You can also use MARTA Reach on the other side of your trip.

Connect with one of our shuttles after getting off the bus or train, within one of the zones, and we'll help you reach the front door of your destination.



HOW DOES IT **WORK?**

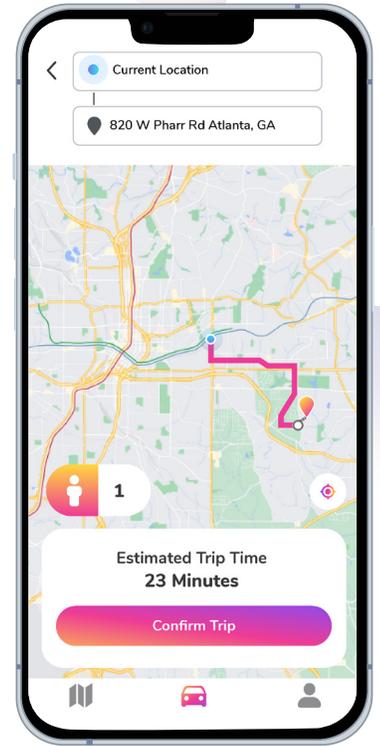
MARTA Reach service will run from 6:00am – 7:00pm, Monday – Friday. The wait time for a vehicle will be at most 15 minutes. Depending on time of day, traffic, and road closures.

Rides can be booked by downloading the MARTA Reach app from your smartphone's mobile app store. Riders can also request rides by phone. The app will guide you to designated pick-up and drop-off stops near the beginning or end of your trip. If there's not a stop where you'd like, you can request additional stop locations in the app.

MARTA Reach is a ridesharing platform, meaning during your trip other passengers may be picked up or dropped off.

Face masks are required by all passengers on all MARTA vehicles, including MARTA Reach shuttles. Shuttle drivers will also be wearing face masks, and vehicles will be cleaned often to ensure safety.

Shuttles are wheelchair and stroller accessible.
At this time, bikes are not allowed on MARTA Reach vehicles.



HOW MUCH WILL IT **COST?**

During this pilot, MARTA Reach will cost the same as MARTA bus and rail service, \$2.50. All shuttles will be equipped with Breeze and Breeze mobile readers, as well as fareboxes that accept cash. All transfer rules will work the same as bus and rail. No transfers are accepted to/from the Atlanta Streetcar.

Have questions? Email us at Reach@itsmarta.com.
Find out more at itsmarta.com/reach.aspx



marta 
reach

**THE CITY HAS NEVER BEEN CLOSER
TO YOUR DOOR!**

To request this information in an accessible format
or another language, please call 404-848-4037