



Conley

reach

FORT GILLEM

Lake City



Project Update

May 19th, 2022

External Relations Committee

MARTA Board of Directors

Midpoint Pilot Summary

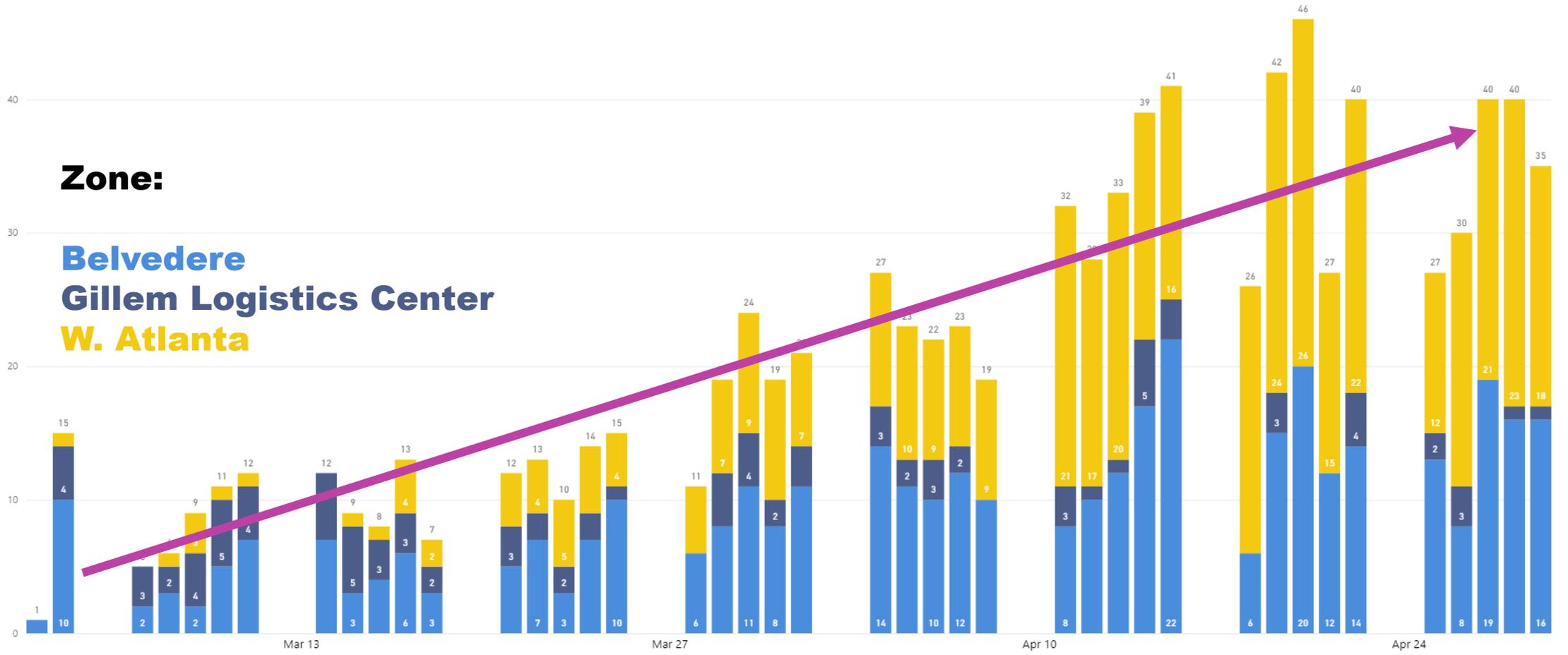
- Six-month pilot started on **March 1st, 2022**
 - Service has been running for ~2.5 months (almost 50% complete)
- Over **1,089** trips served as of May 6th
- **Average wait time:** ~7 minutes
 - Target was \leq 15 minutes
- **Average travel time:** ~10 minutes

Ridership Overview

< Back to report | TRIPS PER DAY



Zone ● Belvedere ● Gillem Logistics Center ● West Atlanta



Zone:

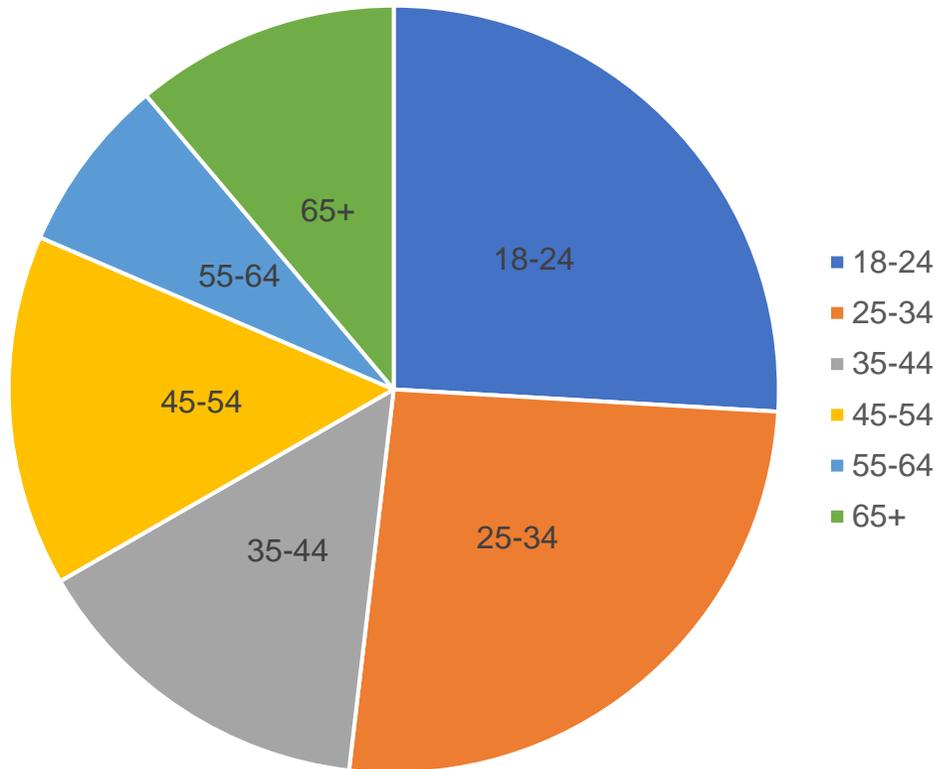
Belvedere

Gillem Logistics Center

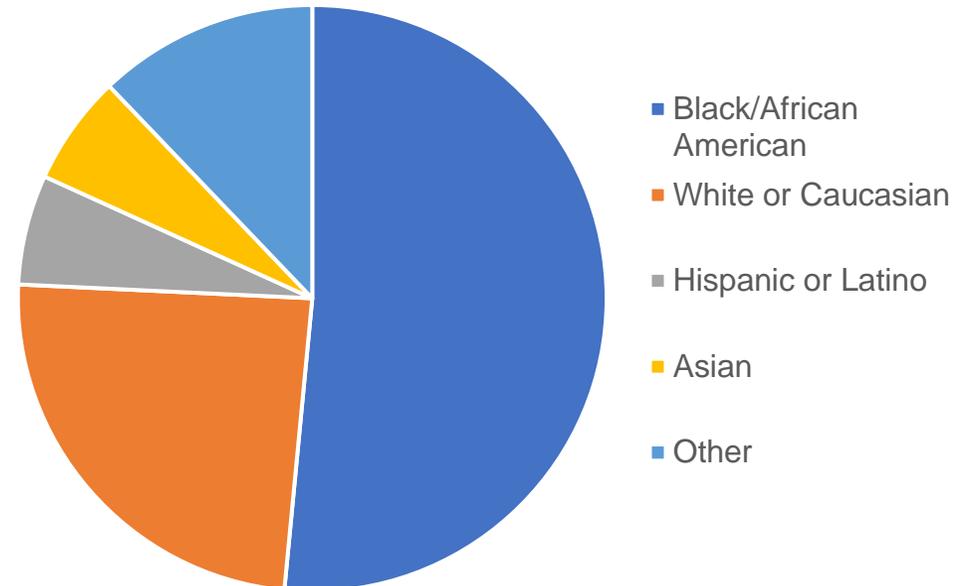
W. Atlanta

Reach Riders

Age of Reach Riders



Ethnicity



65% of survey respondents are regular MARTA riders

Travel Survey

- Reach is mostly replacing transit and walk trips, or parts of transit and walk trips
 - Indicates value in greater flexibility & decreased travel/wait times
- Reach may be boosting rail ridership, many more trips now include MARTA Rail
- Most origins and destinations are home or work

Reach by Zone

Belvedere Zone

- 463 trips to date
- **Average wait time:** ~8 minutes
- **Average travel time:** ~10 minutes

Gillem Logistics Zone

- 106 trips to date
- **Average wait time:** ~10 minutes
- **Average travel time:** ~7 minutes

West Atlanta Zone

- 520 trips to date
- **Average wait time:** ~6 minutes
- **Average travel time:** ~10 minutes

Increasing our Reach

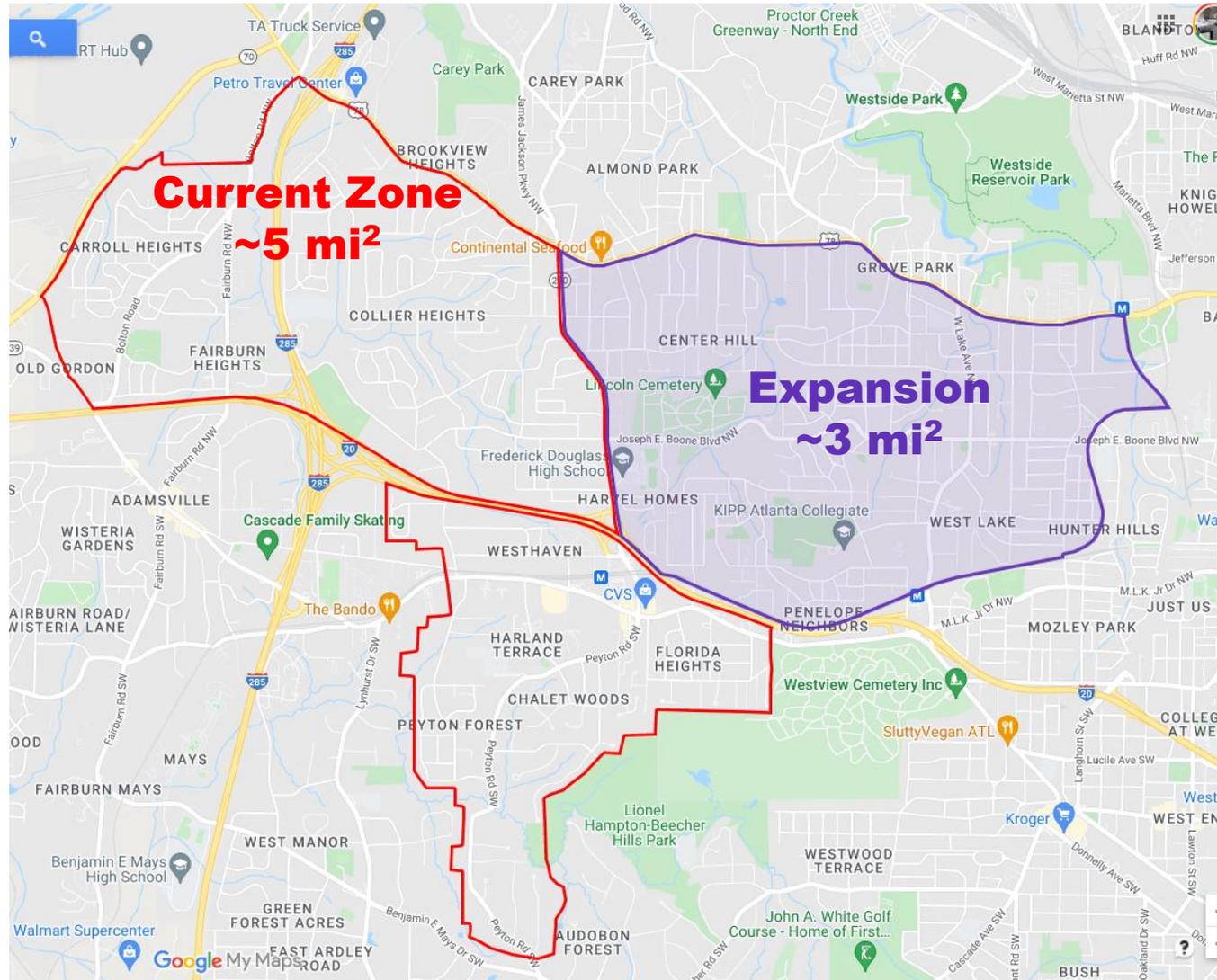
- To increase productivity, and serve additional riders, MARTA will be expanding the Reach pilot program for the second half of the pilot

Parameters

- **All changes to be revenue neutral**
 - We will change where the vehicles are, but are not proposing increases to the hours or days of service
- **We will maintain service where it has already been allocated**
 - We will not remove service from any of the existing zones

W. Atlanta Expansion

Current service operates in Florida Heights and Collier Heights. With connection to H.E. Holmes station

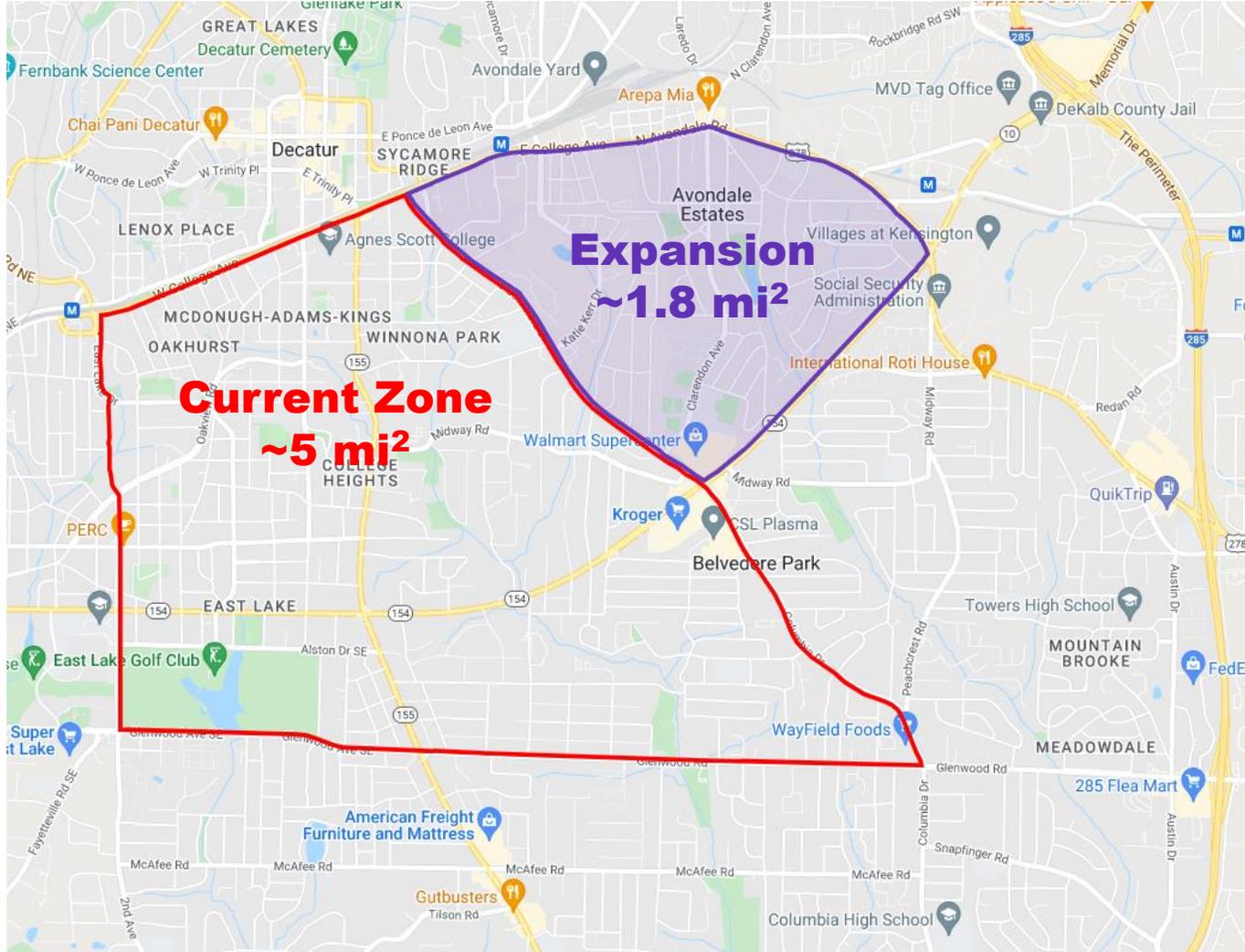


New service will expand to Dixie Hills neighborhood. Will allow for transfers to West Lake & Bankhead stations.

Implemented May 16

Belvedere Expansion

Current service operates in Belvedere Park area. With connection to East Lake and Avondale stations

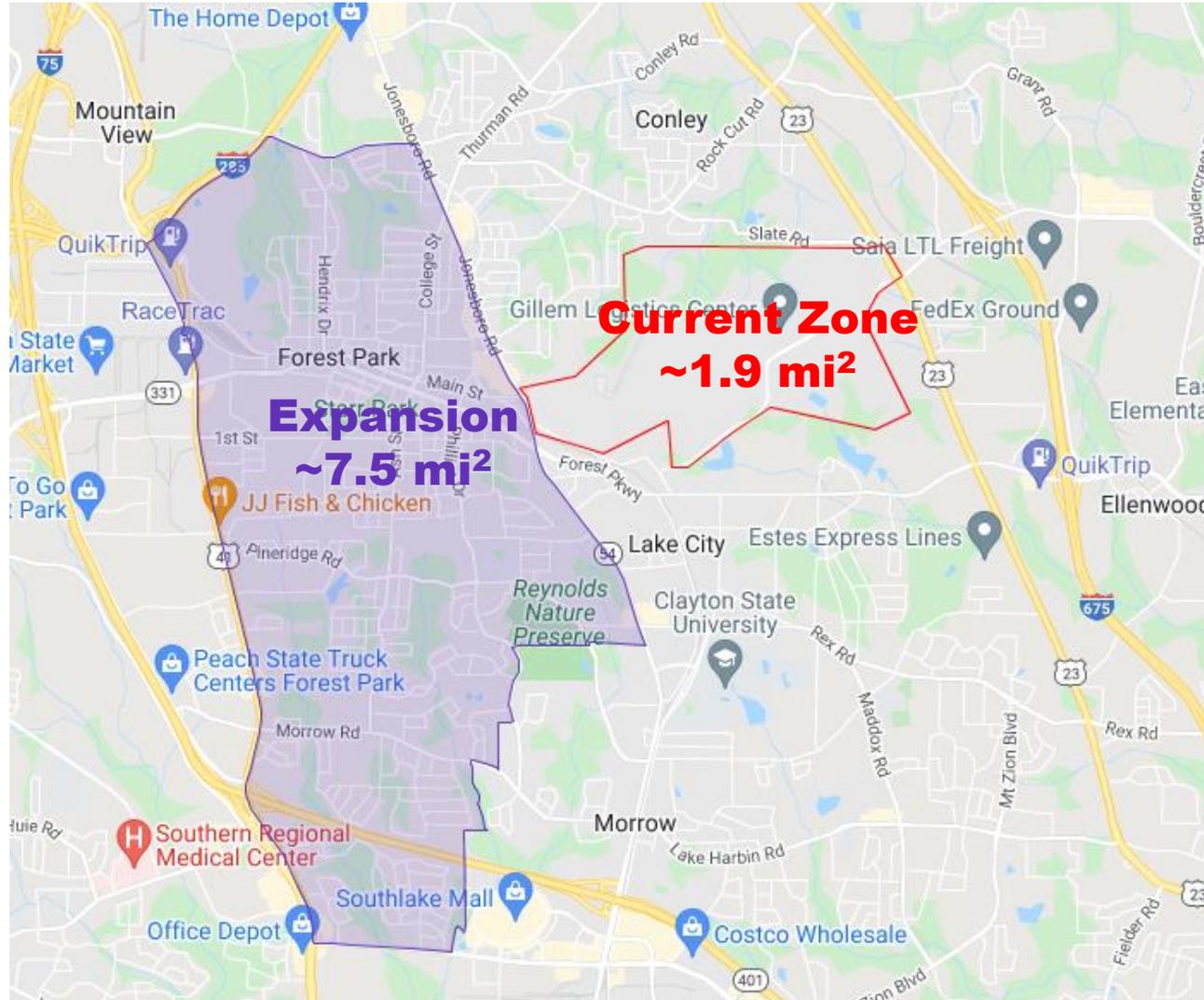


New service will expand to Avondale Estates. Will allow for a connection to Kensington station.

Implemented May 16

Gillem/Clayton Expansion

Current service operates in Gillem Logistics Center. With connections to the 55, 193, 194, 195.



**Coming
May 30**

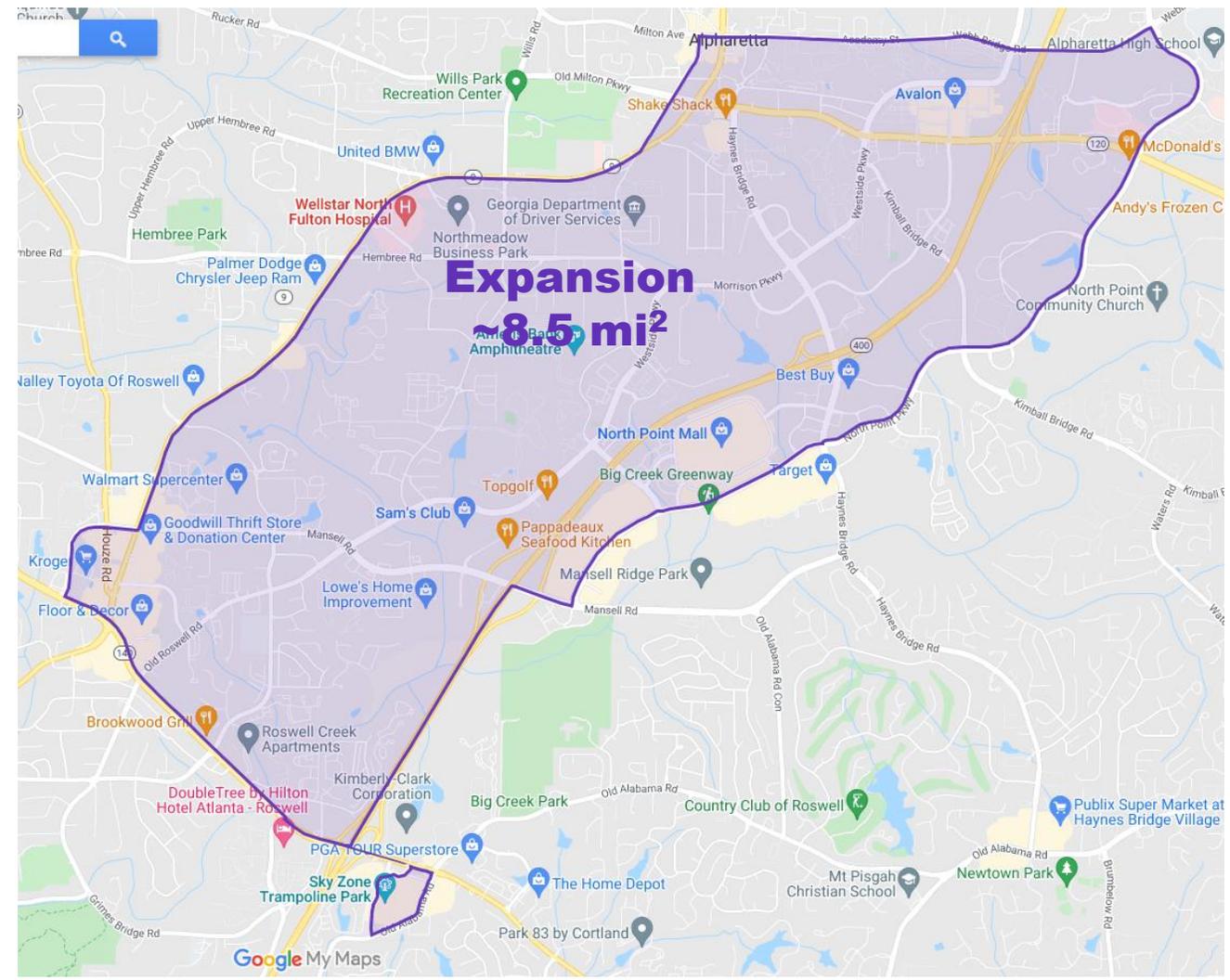
Proposed new service will expand to Forest Park and City of Morrow. Including connections at Southlake Mall, Southern Regional Medical Center, and Clayton State University. Additional connections to the 192, 196.

New Zone: N. Fulton

N. Fulton zone to include the Mansell Park & Ride serving the routes: 85, 140, 141, 142

Connections to North Point Mall, Avalon District, and Georgia State – Alpharetta Campus.

**Coming
May 30**



Evaluation

Each of the goals is linked to a measurable KPI or qualitative data source through direct operations data or survey mechanisms.

1. Improve our service for riders:

- Make MARTA easier and simpler for riders, so they get where they're going faster.

2. Understand our riders:

- Who uses the Reach service and why?

3. Determine how many riders there are:

- What is the level of demand for first-mile/last-mile and/or on-demand service?

4. Determine the cost effectiveness of this service model:

- Is this the best way (from a cost efficiency perspective) to serve this demand?

5. Increase access and equity:

- Make MARTA accessible to more people, esp. traditionally underserved communities

6. Reach new transit riders:

- Make MARTA accessible to more people and achieve the benefits of increased transit mode share

Customer Feedback

- “I love this service so much. It helps as my home isnt on the bus line”
- “I would sell my car if this was a city wide option. I prefer mass transit to personal vehicle.”
- “...The closest bus stop to my house is about a 23 minute walk away and the walk is probably the main reason I wouldn’t take Marta. With Marta reach I can make it to work and other places I need to go at ease. I just wish that the service would run longer being that I don’t get off work until 10pm and have to take the walk back home after a long day.”
- “I’m very happy with this service. I will continue to use it. Thank you MARTA.”
- “I live one mile from work, before it would take me about an hour (a short walk and two buses) to get to work. Now about 10 - 15 mins.”

“...[MARTA Reach] is all about achieving equity and accessibility in our transportation.”

- City of Atlanta Mayor Andre Dickens

marta 

Conley

reach



FORT GILLEM

Lake City

 Georgia
Tech.



Thank you!

More information at
www.itsmarta.com/reach.aspx

Email us at
reach@itsmarta.com

Anthony Thomas
Program Manager, Customer
Experience Innovation
athomas5@itsmarta.com