



Conley

reach

FORT GILLEM

Lake City



End of Pilot Project Update #1

October 13, 2022

Work Session

MARTA Board of Directors

Reminder: What are we trying to learn?

- 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?

Pilot Summary

- Six-month pilot started on **March 1st, 2022**
 - Service ended on **August 31st** at 7:00pm
- Over 7,580 total trips serving **8,335** riders¹
- **739** unique accounts served
- **Average wait time:** ~7 minutes
 - Target was \leq 15 minutes
- **Average travel time:** ~9 minutes

The end of service is **not** the end of the Reach pilot.

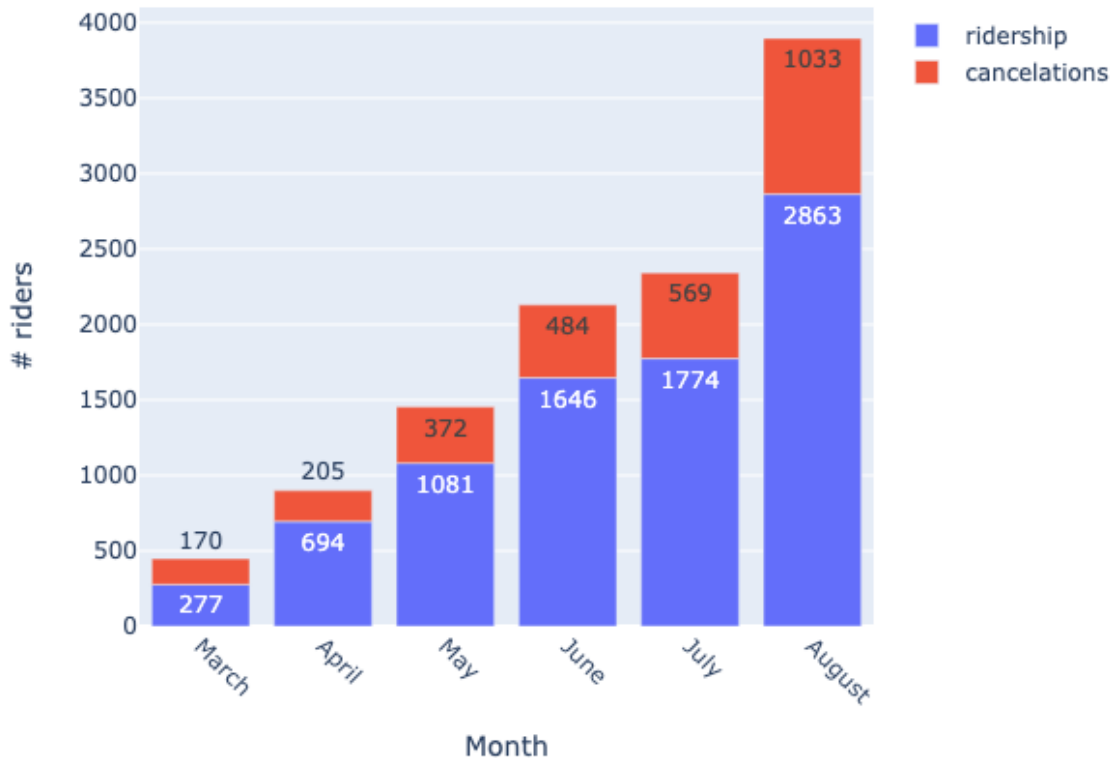
Evaluation is the second half of any successful service pilot.



Photo of Reach vehicle

Ridership Overview

Monthly MARTA Reach Ridership & Cancellation



Note: This is a graph of riders, not trips.

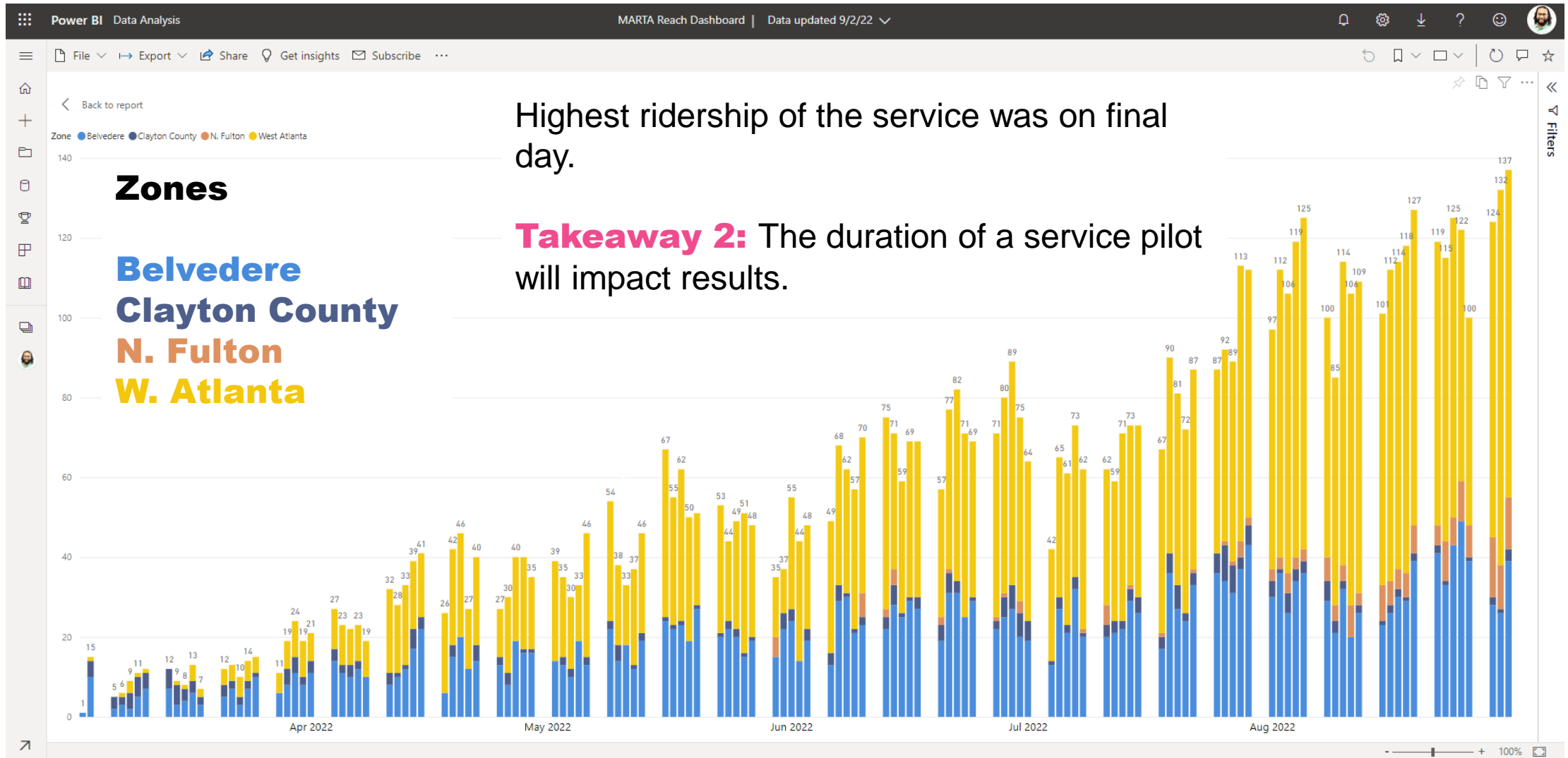
~35% of all Reach trips were taken in August.

Takeaway 1: There is a lag between the introduction of a new service and ridership response.

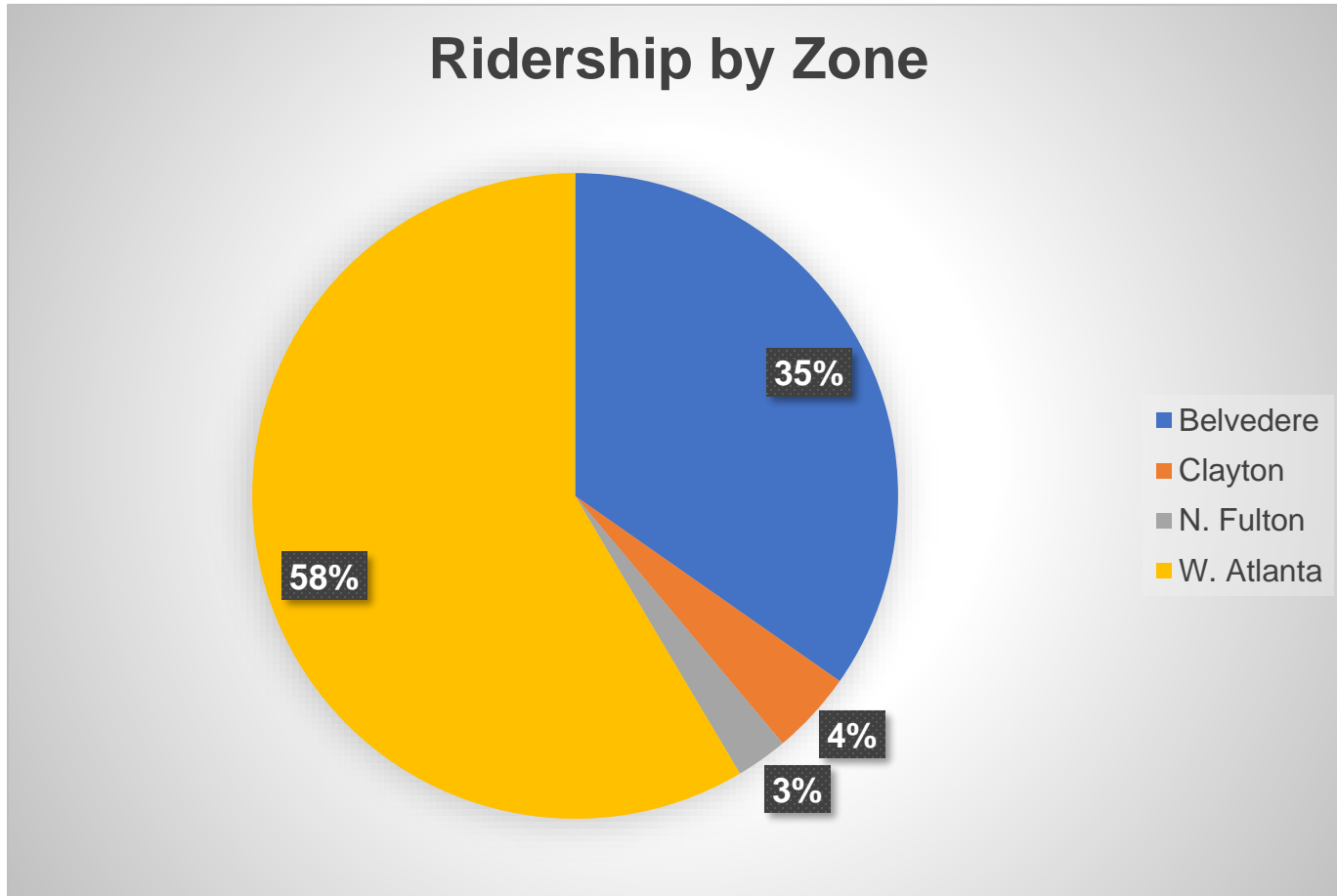
**West Atlanta and Belvedere zones expanded on May 16th*

***Clayton expansion and introduction of N. Fulton zone on May 30th*

Zonal Ridership



Zonal Ridership

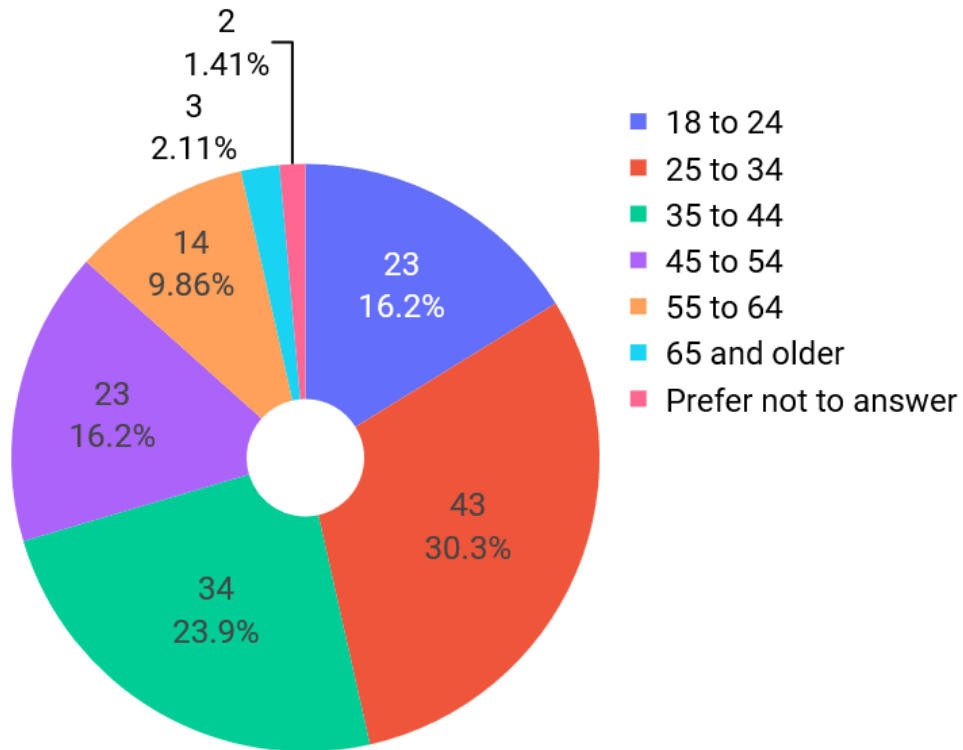


58% of all Reach trips were taken in the W. Atlanta zone.

Takeaway 3: Zone characteristics and available connecting services impact ridership.

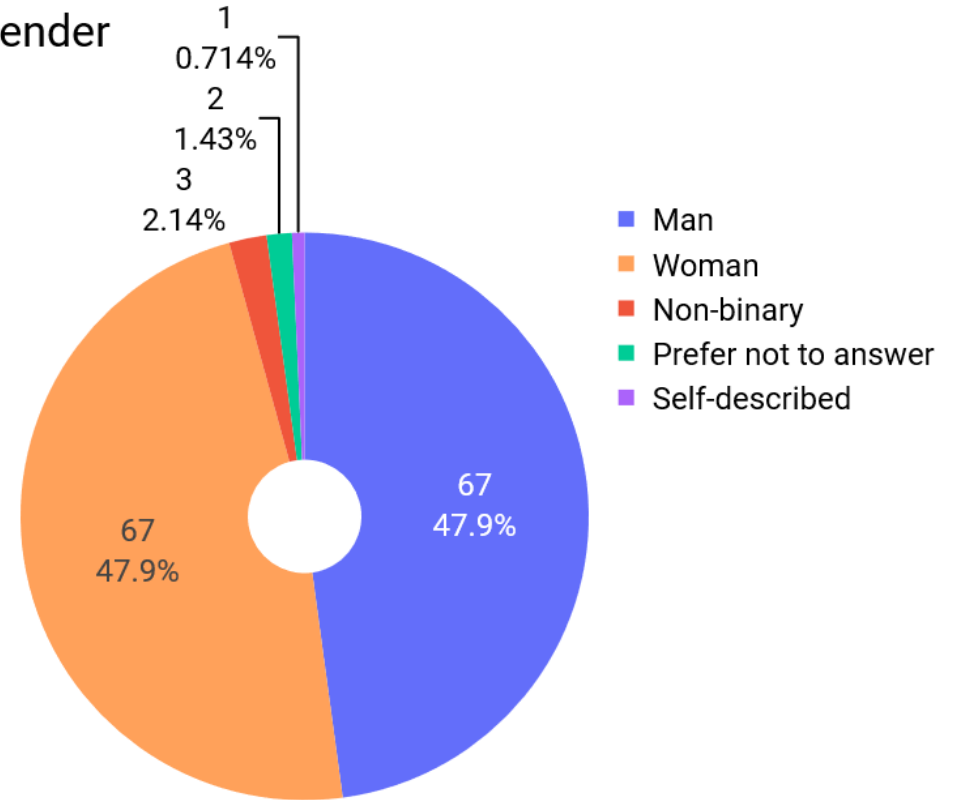
Reach Riders

Age range



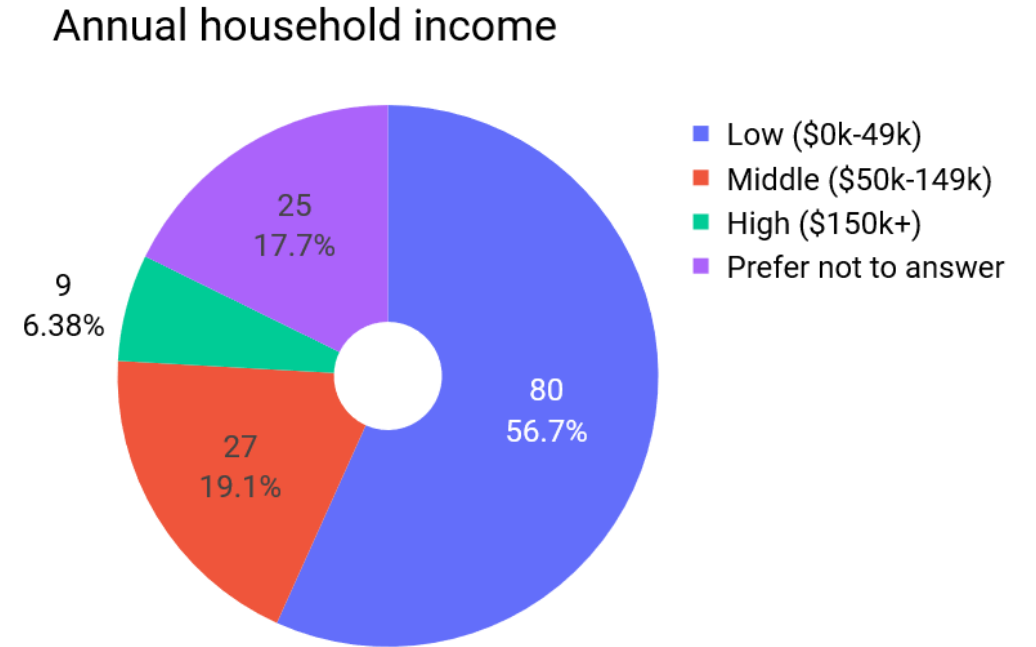
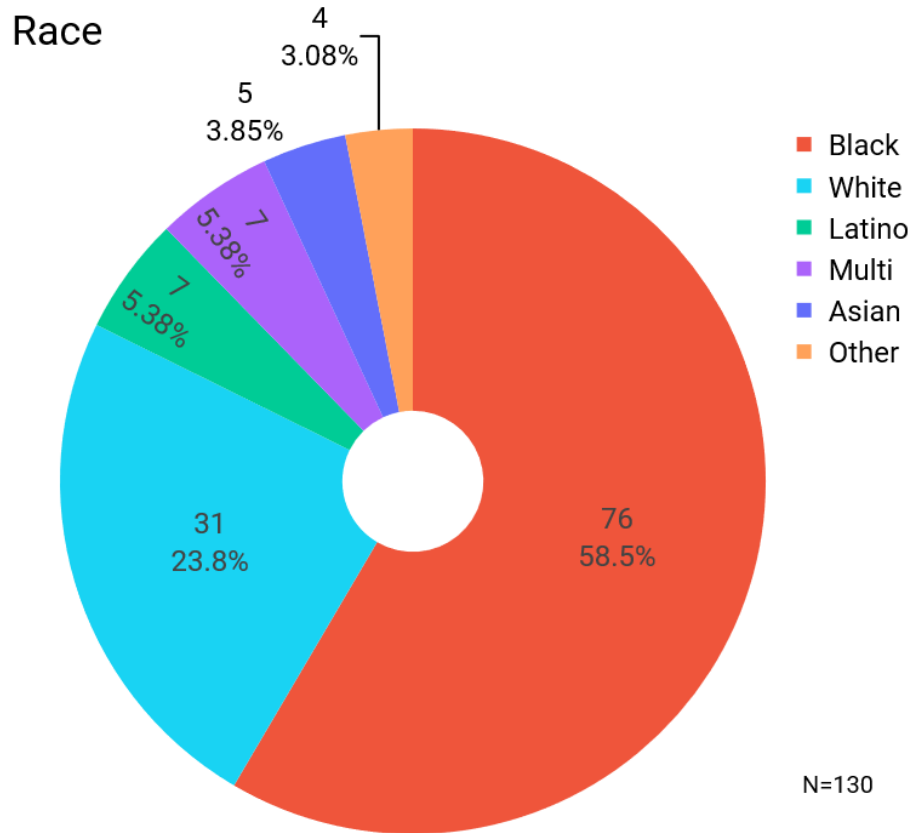
N=142

Gender



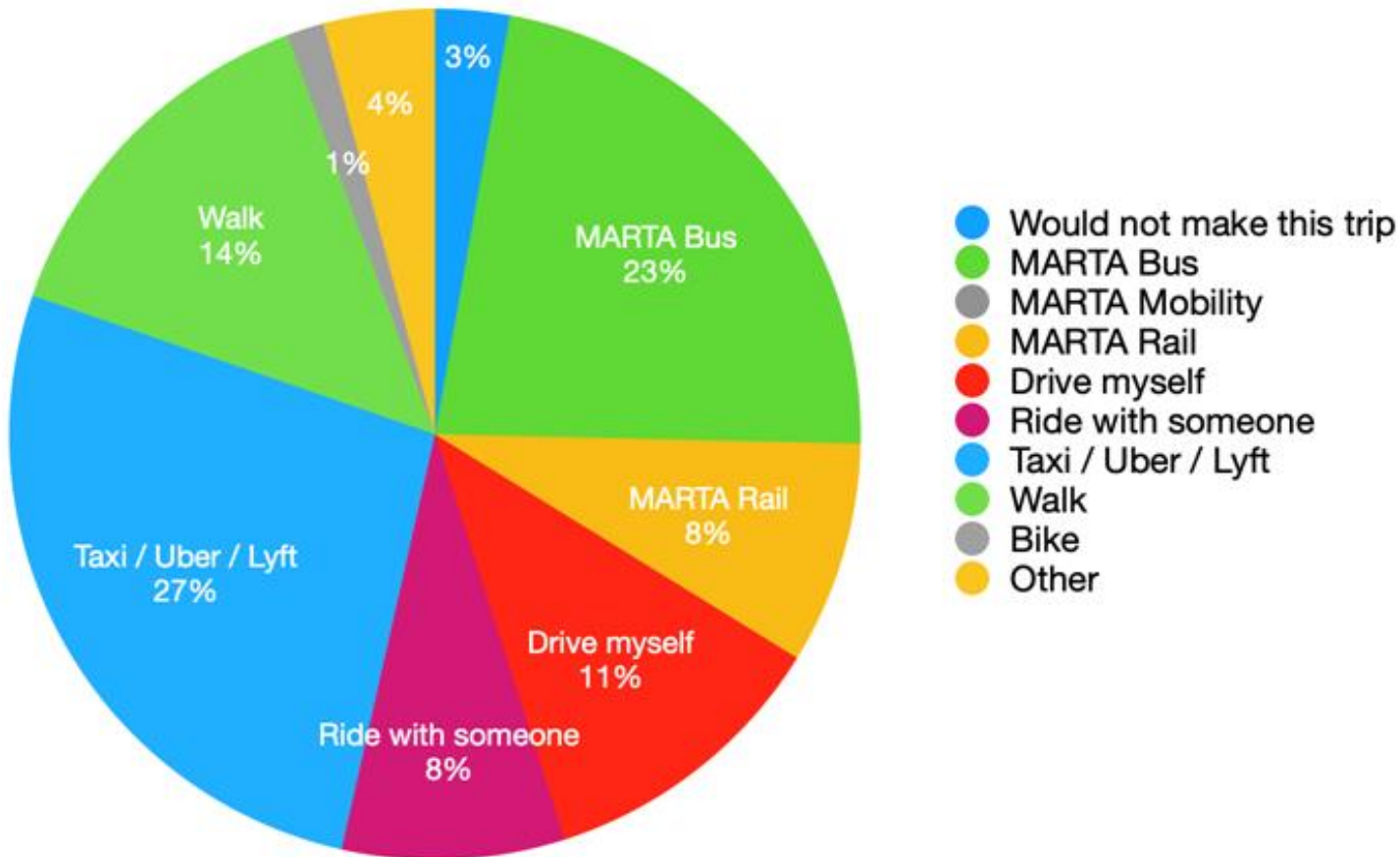
N=140

Reach Riders (cont.)



Trips

How would you made the trip if MARTA Reach was not available?

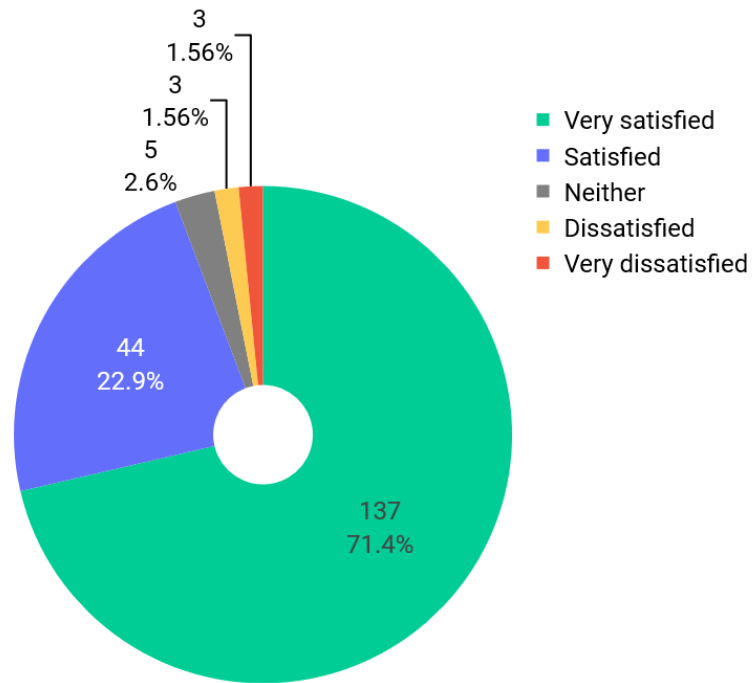


Reach diverted some trips from SOVs, carpooling, and rideshare

Takeaway 4: On-demand transit is a way to decrease dependence on driving, but increased flexibility may also divert some transit trips.

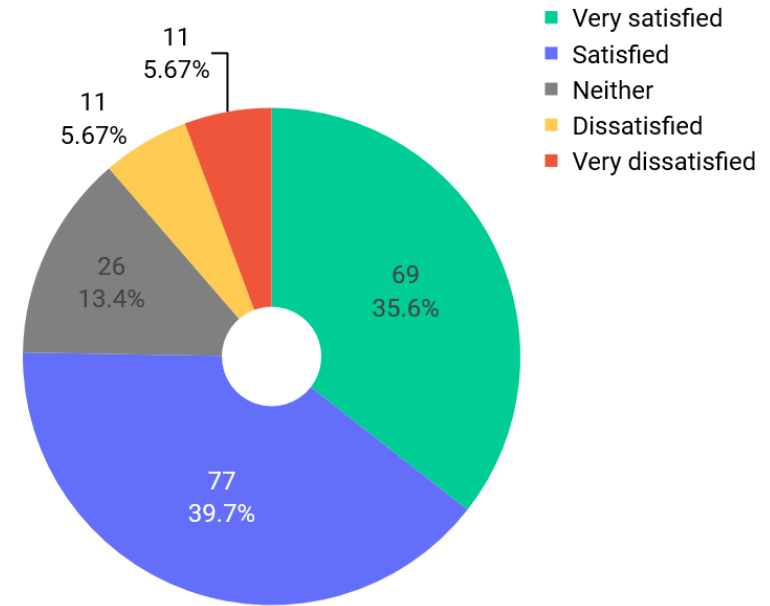
Rider Satisfaction

Satisfaction with Reach



N=192

Satisfaction with MARTA overall



N=194

Takeaway 5: Riders are highly satisfied with on-demand service.

(Some) Lessons Learned

1. Ridership looks to be driven by connections to other reliable, high frequency service. This should inform the development of any future on-demand zones.
2. Technology must anticipate real world behavior: software should be built to accommodate potential human error.
3. Make sure your stops are in safe, accessible locations, both for patrons (pick-up/drop-off) and Operators (layover).
4. Number of idle/layover locations impacts service quality since operators only get updates on new trips while at idle. More idle locations means more efficient on-demand service.
5. Word of mouth is critically important: improve community engagement to encourage community information spread.

Upcoming Staffing Assessment

- To understand the potential future of on-demand service at MARTA, we will evaluate multiple potential future scenarios.

Scenario 1
***Fully Contractor
Supported Model***

Vendor provides vehicles and is responsible all operations and maintenance.

Costs currently being evaluated¹

Scenario 2
***Partially Contractor
Supported Model***

MARTA provides vehicles and does all maintenance. Vendor provides operations.

Costs currently being evaluated¹

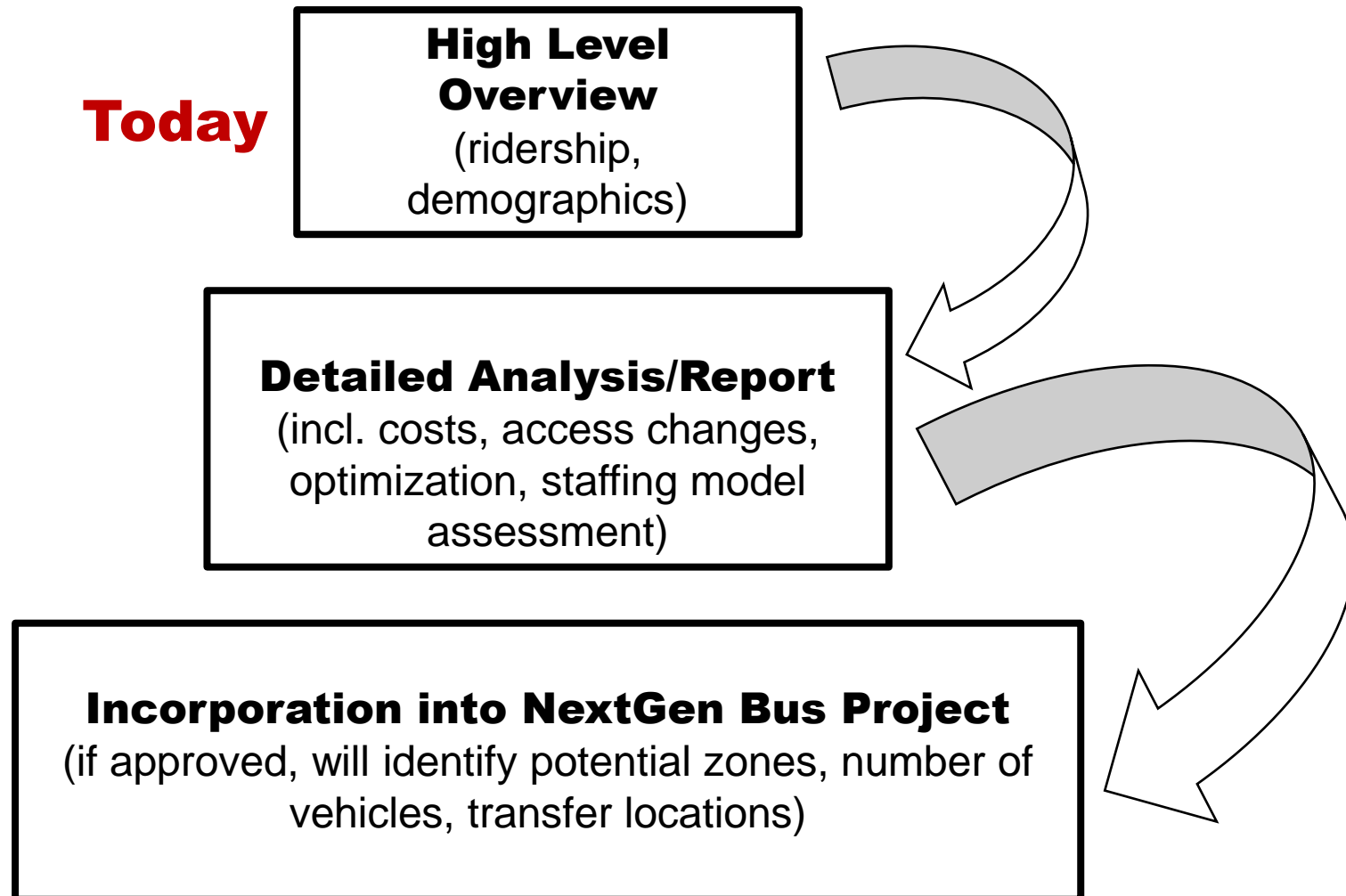
Scenario 3
***Fully MARTA
Supported Model***

MARTA provides vehicles and is responsible for all operations and maintenance.

Costs currently being evaluated¹

¹Costs will be presented alongside any potential service quality implications

Reach Next Steps



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