



# Launching

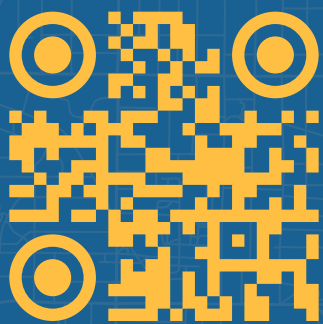
## March 7, 2026

## We're bringing you smarter, faster, and better service

Reach is MARTA's new on-demand transit service, offering point-to-point shared rides and easy connections to bus routes and rail lines.

### Reach for more access. More places. More opportunities.

In March 2026, MARTA will launch *MARTA Reach*, a new on demand transit service in 12 zones across the new NextGen Bus Network. Our new vans will provide quick, convenient service at your request.



**Learn more**  
Scan the QR code to go to  
[itsmarta.com/reach](https://itsmarta.com/reach)

## What is *MARTA Reach*?

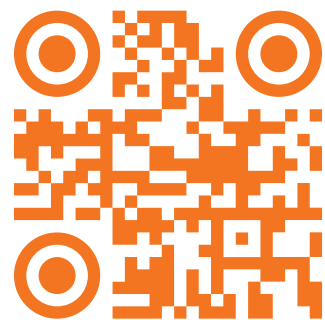
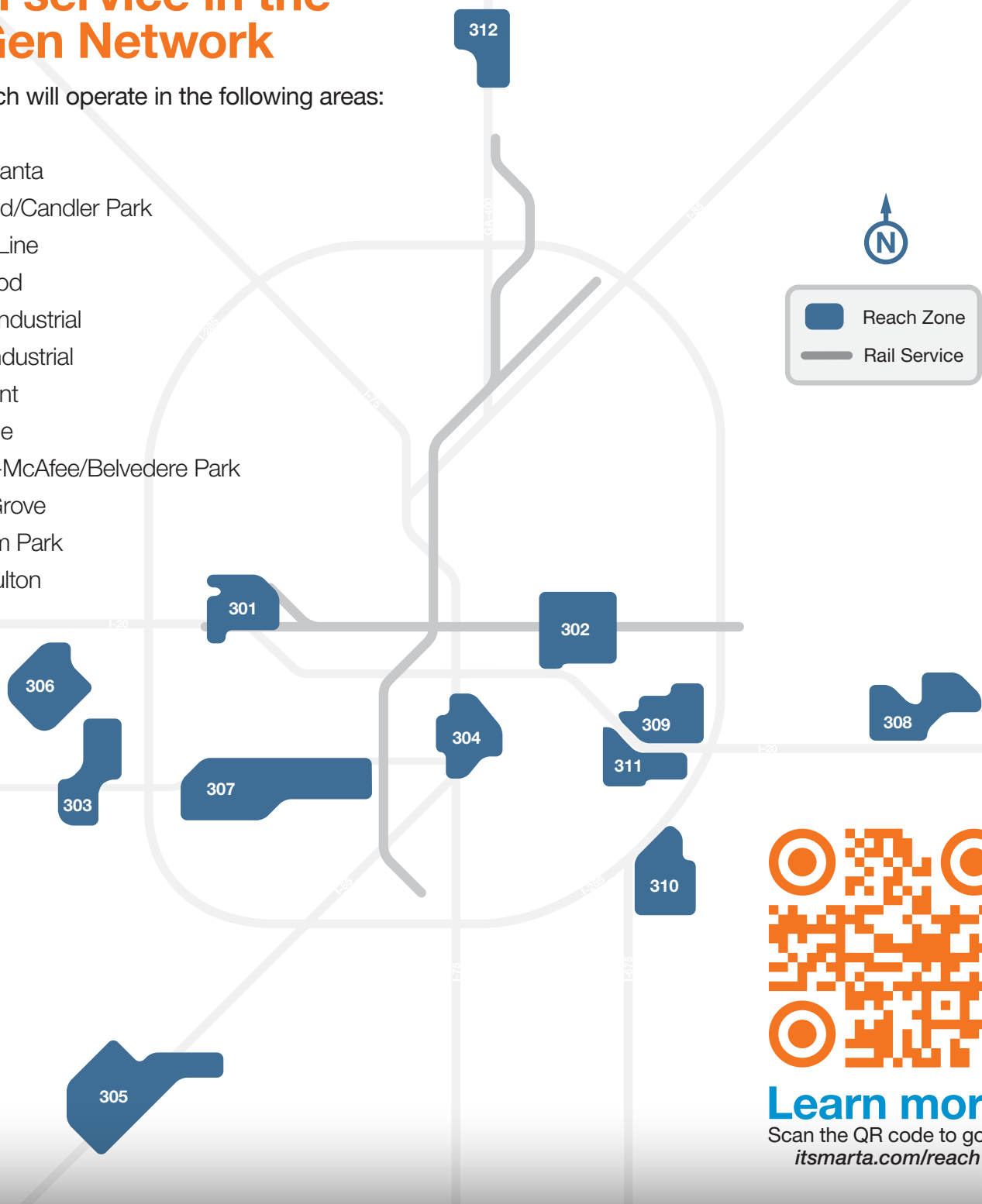
- **Get around the neighborhood**  
MARTA Reach will feature curb to curb service taking you from A to B within each zone.
- **A great start or easy finish to your trip**  
MARTA Reach connects you to bus routes and rail lines to continue your travel beyond the zone.
- **Ready when you need it**  
Similar hours to existing bus service, seven days a week. Pickups will occur within 30 minutes of your request.
- **Simple to use**  
Request rides with our app, web site, or a phone call.
- **Accessible to everyone**  
Vans are ADA accessible and equipped to transport wheelchairs, scooters, and other mobility devices.
- **Meets you where you are**  
Select your own pickup and dropoff locations.



## Reach service in the NextGen Network

MARTA Reach will operate in the following areas:

- 301** West Atlanta
- 302** Kirkwood/Candler Park
- 303** County Line
- 304** Lakewood
- 305** Oakley Industrial
- 306** Fulton Industrial
- 307** East Point
- 308** Hillandale
- 309** Candler-McAfee/Belvedere Park
- 310** Cedar Grove
- 311** Gresham Park
- 312** North Fulton



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