

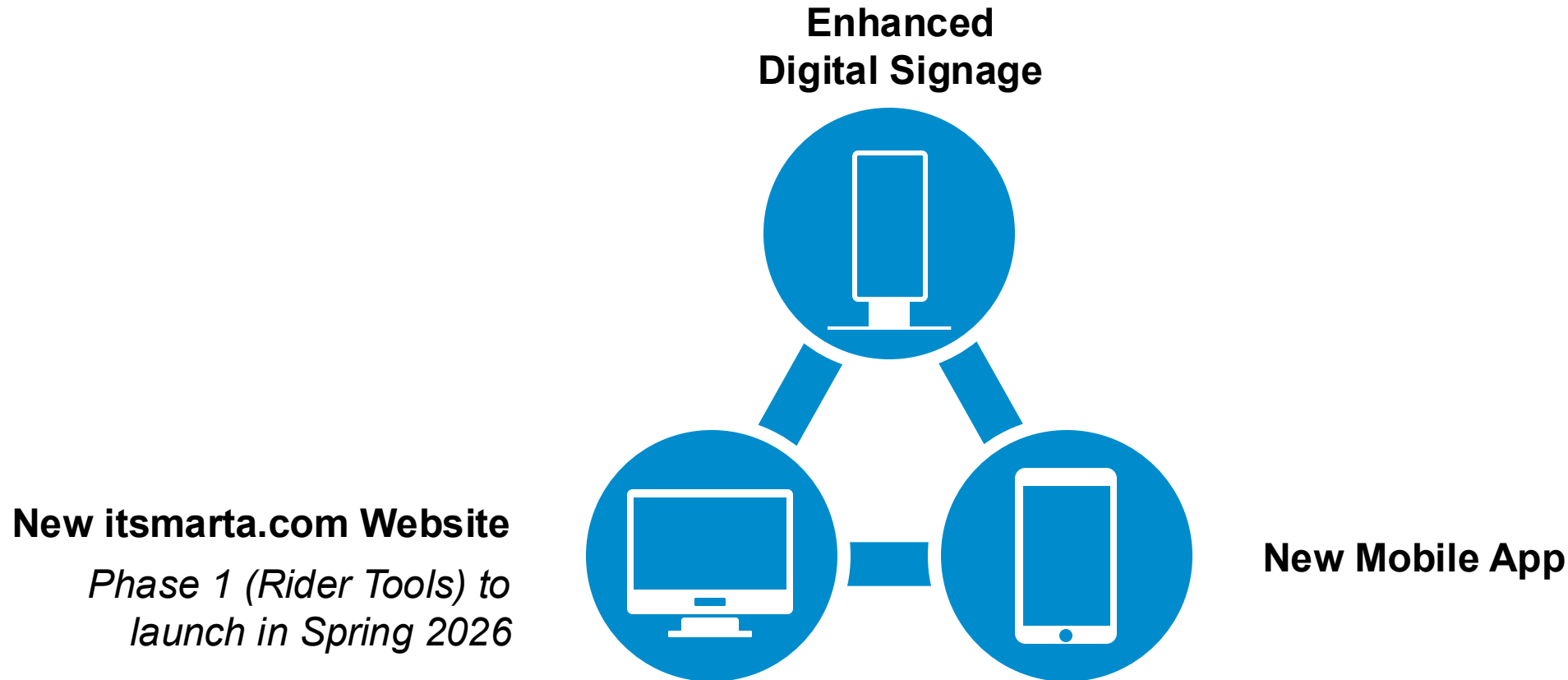


# **MARTA Digital Signage Update and Design Review**

Riders Advisory Council  
October 1, 2025



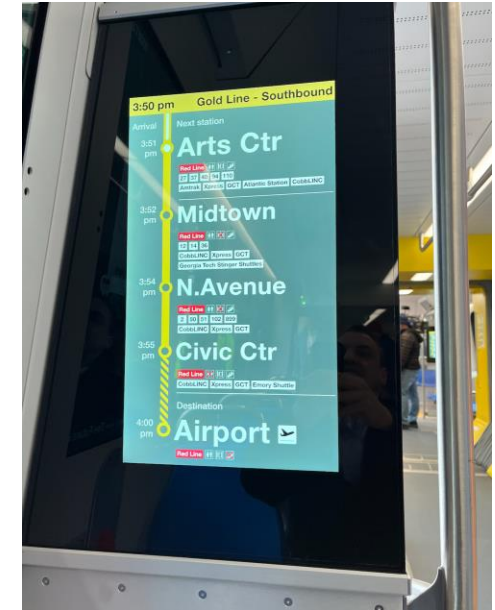
# Customer Technology Products Portfolio



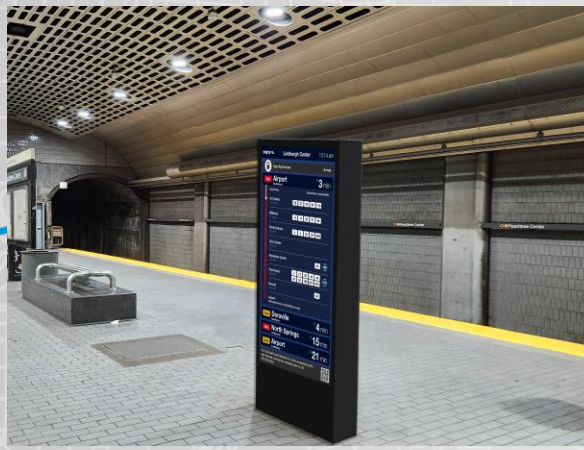
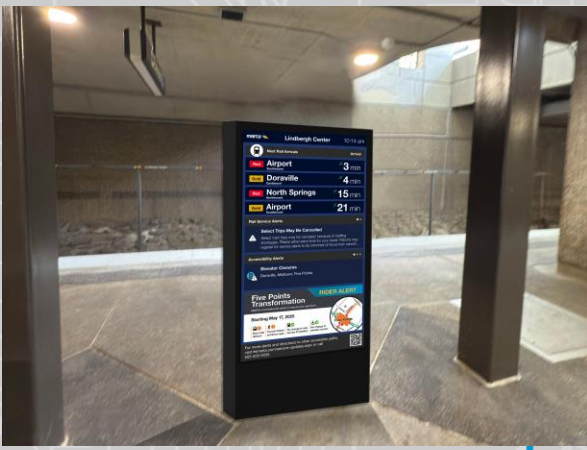
All product design informed by **Passenger Information Needs** assessment (complete)

# Digital Signage Initiatives

- **AVIS screens**
  - Screen maintenance & repair
  - Content enhancements
- **In-vehicle signage**
  - New CQ400 trains
  - Rapid A-Line buses
- **Bus stop/shelter signage**
  - Rapid / ART shelters
- **TRIPS station signage**







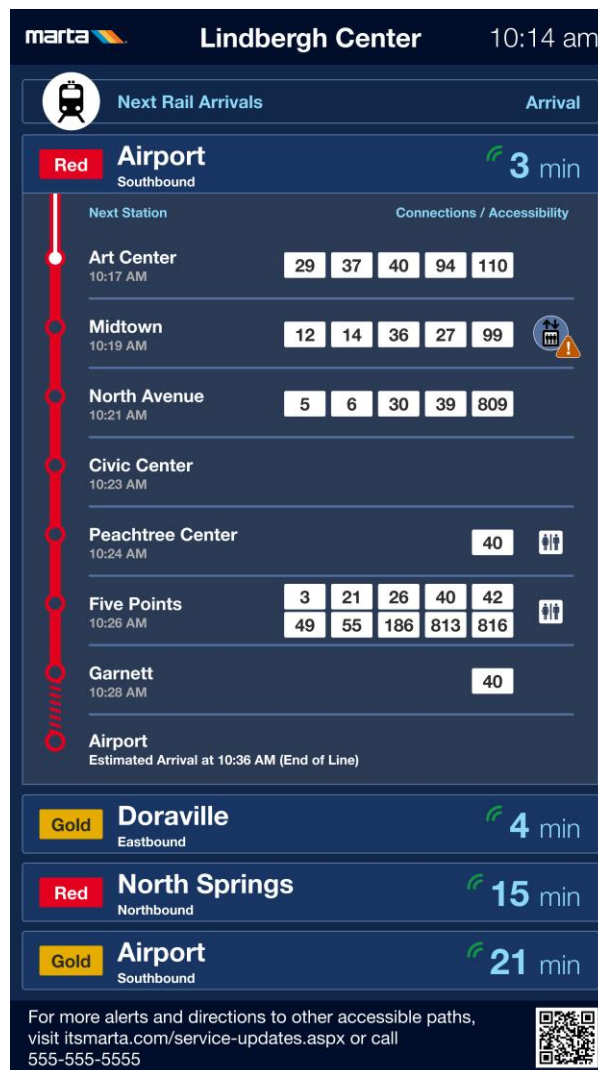
## TRIPS-Stations Screens

- Two screens per site (side-by-side or back-to-back)
- Typically 5 sites per station (platform, concourse, ticketing areas, etc.)
- To be installed at all 38 rail stations
- Initial installations at Indian Creek, Five Points, Lindbergh in 2026



# 1. How do you feel about showing a route ladder instead of other screen info?

Full screen



**marta** Lindbergh Center 10:14 am

**Next Rail Arrivals** Arrival

**Red Airport** Southbound 3 min

Next Station: Art Center 10:17 AM

Connections / Accessibility: 29 37 40 94 110

Midtown 10:19 AM

Connections / Accessibility: 12 14 36 27 99

North Avenue 10:21 AM

Connections / Accessibility: 5 6 30 39 809

Civic Center 10:23 AM

Peachtree Center 10:24 AM

Connections / Accessibility: 40

Five Points 10:26 AM

Connections / Accessibility: 3 21 26 40 42 49 55 186 813 816

Garnett 10:28 AM

Connections / Accessibility: 40

**Airport** Estimated Arrival at 10:36 AM (End of Line)

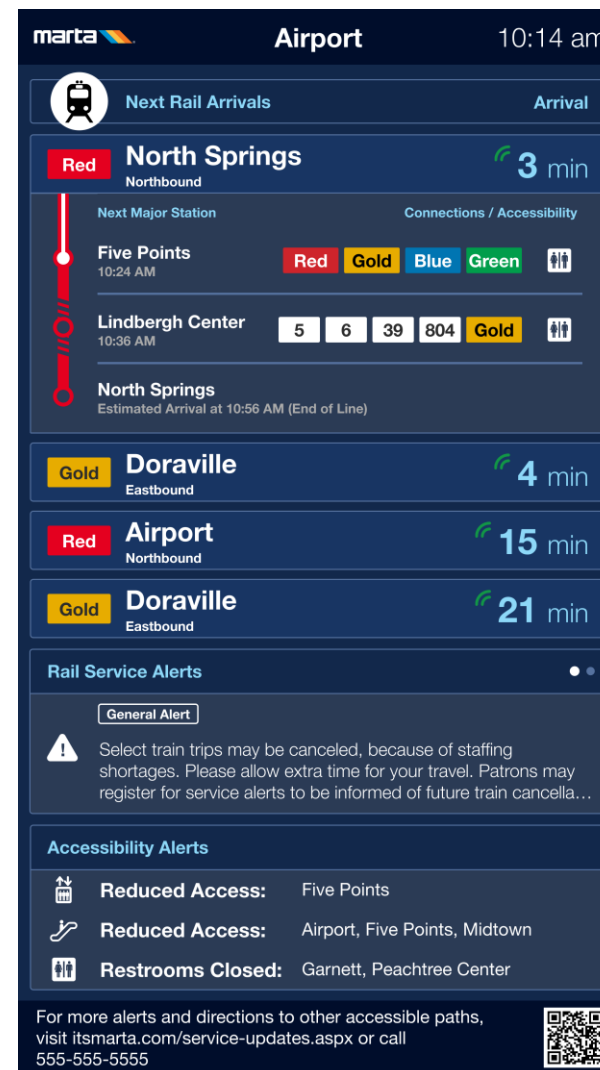
**Gold Doraville** Eastbound 4 min

**Red North Springs** Northbound 15 min

**Gold Airport** Southbound 21 min

For more alerts and directions to other accessible paths, visit [itsmarta.com/service-updates.aspx](http://itsmarta.com/service-updates.aspx) or call 555-555-5555

Major stations & end of line only



**marta** Airport 10:14 am

**Next Rail Arrivals** Arrival

**Red North Springs** Northbound 3 min

Next Major Station: Five Points 10:24 AM

Connections / Accessibility: Red Gold Blue Green

Lindbergh Center 10:36 AM

Connections / Accessibility: 5 6 39 804 Gold

**North Springs** Estimated Arrival at 10:56 AM (End of Line)

**Gold Doraville** Eastbound 4 min

**Red Airport** Northbound 15 min

**Gold Doraville** Eastbound 21 min

**Rail Service Alerts**

**General Alert**

Select train trips may be canceled, because of staffing shortages. Please allow extra time for your travel. Patrons may register for service alerts to be informed of future train cancellations.

**Accessibility Alerts**

**Reduced Access:** Five Points


**Reduced Access:** Airport, Five Points, Midtown


**Restrooms Closed:** Garnett, Peachtree Center


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## 2. Which is your preferred use of space for displaying bus info?


Live Map (moving vehicles)



Lindbergh Center
10:14 am


Next Bus Departures
Departure ••


6
Inman Park/Re...
3 | 15 min


410
Sugarloaf Mills
4 | 22 min


39
Doraville Station
12 | 30 min

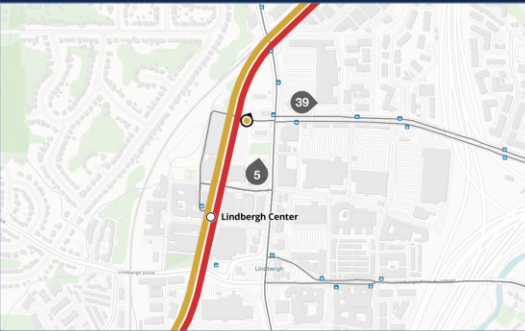

809
King Memorial...
21 | 48 min


Bus Service Alerts
••

General Alert


Select bus trips may be canceled, because of staffing shortages. Please allow extra time for your travel. Patrons may register for service alerts to be informed of future train cancellations.


Live Tracker





Access the MARTA tracker from your device by visiting [tracker.itsmarta.com](http://tracker.itsmarta.com) or by downloading the MARTA app!



Bus Route Map (static)



Lindbergh Center
10:14 am


Next Bus Departures
Departure ••


5
Inman Park/Reynoldst...
3 | 15 min


15
Sugarloaf Mills
4 | 22 min


39
Doraville Station
12 | 30 min



7
King Memorial Station
21 | 48 min


Bus Service Alerts
••

General Alert


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Bus Route Map





Access the MARTA tracker from your device by visiting [tracker.itsmarta.com](http://tracker.itsmarta.com) or by downloading the MARTA app!



Wayfinding



Lindbergh Center
10:14 am


Next Bus Departures
Departure ••


6
Inman Park/Re...
3 | 15 min


410
Sugarloaf Mills
4 | 22 min


39
Doraville Station
12 | 30 min


809
King Memorial...
21 | 48 min

Bus Service Alerts
••

General Alert

Select bus trips may be canceled, because of staffing shortages. Please allow extra time for your travel. Patrons may register for service alerts to be informed of future train cancellations.

Directions and Wayfinding


Train Platform
Red Gold

North Bus Loop
5 6 39


Elevators


South Bus Loop
30 809


Restrooms


Access the MARTA tracker from your device by visiting [tracker.itsmarta.com](http://tracker.itsmarta.com) or by downloading the MARTA app!



Full Bus Departures



Lindbergh Center
10:14 am


North Bus Loop
Departure ••


6
Inman Park/Re...
3 | 15 min


410
Sugarloaf Mills
4 | 22 min


39
Doraville Station
12 | 30 min



809
King Memorial...
21 | 48 min


Bus Service Alerts
••


General Alert


Select bus trips may be canceled, because of staffing shortages. Please allow extra time for your travel. Patrons may register for service alerts to be informed of future train cancellations.


South Bus Loop
Departure ••


6
Inman Park/Re...
3 | 15 min


410
Sugarloaf Mills
4 | 22 min


39
Doraville Station
12 | 30 min



809
King Memorial...
21 | 48 min


809
King Memorial...
21 | 48 min

Bus Service Alerts
••

General Alert

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# 3. What level of detail is preferred for accessibility alerts? (R or M)

Version R



Lindbergh Center

10:14 am



Next Rail Arrivals

Arrival

Red

Airport

Southbound

3 min

Gold

Doraville

Eastbound

4 min

Red

North Springs

Northbound

15 min

Gold

Airport

Southbound

21 min

Rail Service Alerts

General Alert

Select train trips may be canceled, because of staffing shortages. Please allow extra time for your travel. Patrons may register for service alerts to be informed of future train cancellations.

Accessibility Alerts

Reduced Access: Five Points

Reduced Access: Airport, Five Points, Midtown

Restrooms Closed: Garnett, Peachtree Center

If you see something, say something

Call local authorities or 9-1-1.



Version M



Lindbergh Center

10:14 am



Next Rail Arrivals

Arrival

Red

Airport

Southbound

3 min

Gold

Doraville

Eastbound

4 min

Red

North Springs

Northbound

15 min

Gold

Airport

Southbound

21 min

Rail Service Alerts

General Alert

Select train trips may be canceled, because of staffing shortages. Please allow extra time for your travel. Patrons may register for service alerts to be informed of future train cancellations.

Accessibility Closures

Lindbergh Center

Red Gold

Platform to upper-level elevator closed until Aug 23. Use an adjacent elevator.

Vine City

Blue Green

An escalator is out of service at this location. Use another escalator or elevator nearby.

College Park

Red Gold

Restrooms at College Park are not operational at this time. The nearest restrooms are at Lindbergh Center.

If you see something, say something


Call local authorities or 9-1-1.




## 4. Which specific events should trigger a high priority alert?

Default




**Lindbergh Center**
10:14 am


**Next Rail Arrivals**
Arrival

Red

**Airport**
Southbound
3 min

Gold

**Doraville**
Eastbound
4 min

Red

**North Springs**
Northbound
15 min

Gold

**Airport**
Southbound
21 min

**Rail Service Alerts**

General Alert



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

**Accessibility Alerts**

**Reduced Access:** Five Points


**Reduced Access:** Airport, Five Points, Midtown


**Restrooms Closed:** Garnett, Peachtree Center

If you **see** something, **say** something

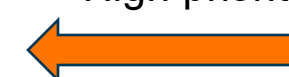
Call local authorities or 9-1-1.





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High priority




**Lindbergh Center**
10:14 am


**Next Rail Arrivals**
Arrival

Red

**Airport**
Southbound
3 min

Gold

**Doraville**
Eastbound
4 min

Red

**North Springs**
Northbound
15 min

Gold

**Airport**
Southbound
21 min

**Rail Service Alerts**

Red

Alert Type



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**Accessibility Alerts**

**Reduced Access:** Five Points


**Reduced Access:** Airport, Five Points, Midtown


**Restrooms Closed:** Garnett, Peachtree Center

If you **see** something, **say** something

Call local authorities or 9-1-1.





For more alerts and directions to other accessible paths, visit [itsmarta.com/service-updates.aspx](https://itsmarta.com/service-updates.aspx) or call 555-555-5555





## 5. How should TRIPS screens work together with AVIS screens?


**Lindbergh Center**
10:14 am


**Next Rail Arrivals**
Arrival

Red

**Airport**
Southbound
3 min

Gold

**Doraville**
Eastbound
4 min

Red


**North Springs**
Northbound
15 min

Gold


**Airport**
Southbound
21 min


**Rail Service Alerts**


General Alert


Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.


**Accessibility Alerts**


**Reduced Access:** Five Points


**Reduced Access:** Airport, Five Points, Midtown



**Restrooms Closed:** Garnett, Peachtree Center


If you **see** something,  
**say** something




Call local authorities or 9-1-1.

For more alerts and directions to other accessible paths, visit [itsmarta.com/service-updates.aspx](https://itsmarta.com/service-updates.aspx) or call 555-555-5555




**Lindbergh Center**
10:14 am


**Next Bus Departures**
Departure

6

**Inman Park/Reynold...**
3 | 15 min

410

**Sugarloaf Mills**
4 | 22 min

39


**Doraville Station**
12 | 30 min

809

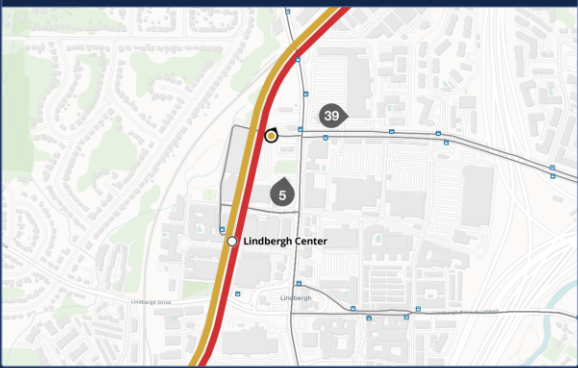
**King Memorial Station**
21 | 48 min

**Bus Service Alerts**


General Alert

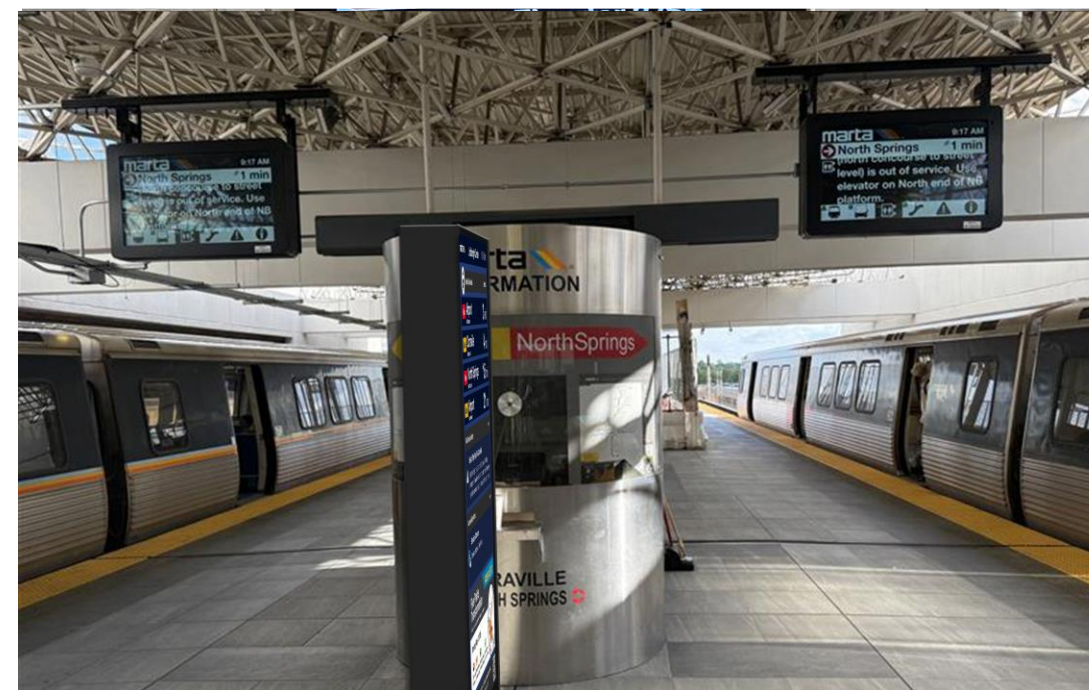
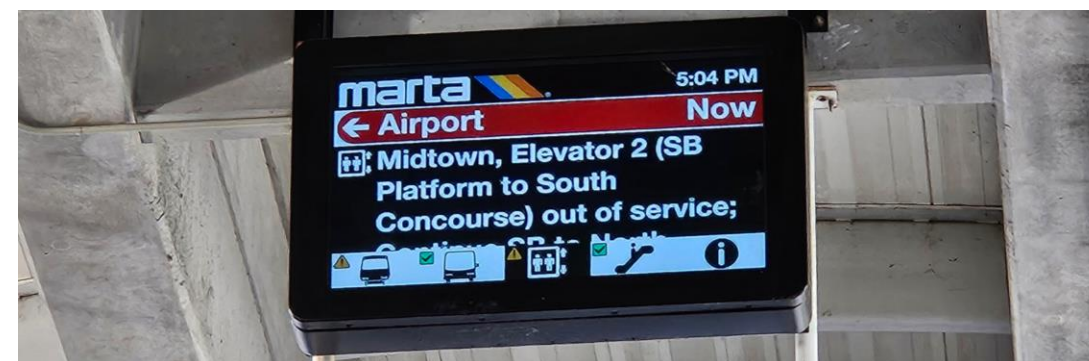

Select bus trips may be canceled, because of staffing shortages. Please allow extra time for your travel. Patrons may register for service alerts to be informed of future train cancella...

**Live Tracker**




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## 6. Where should the QR codes at the bottom take you?

Screen A


Lindbergh Center
10:14 am


Next Rail Arrivals
Arrival

<b>Red</b>	<b>Airport</b> Southbound	3 min
<b>Gold</b>	<b>Doraville</b> Eastbound	4 min
<b>Red</b>	<b>North Springs</b> Northbound	15 min
<b>Gold</b>	<b>Airport</b> Southbound	21 min

Rail Service Alerts
••

General Alert


Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

Accessibility Alerts


- Reduced Access:** Five Points
- Reduced Access:** Airport, Five Points, Midtown
- Restrooms Closed:** Garnett, Peachtree Center

If you **see** something, **say** something

Call local authorities or 9-1-1.





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Screen B


Lindbergh Center
10:14 am

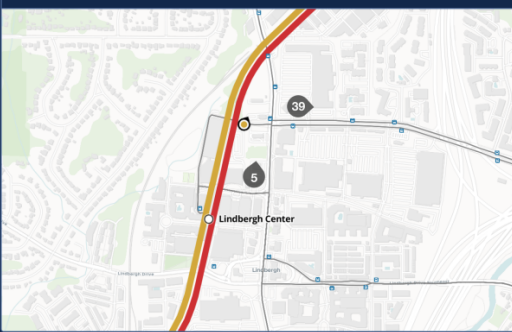

Next Bus Departures
Departure ••

<b>6</b>	<b>Inman Park/Reynold...</b>	3   15 min
<b>410</b>	<b>Sugarloaf Mills</b>	4   22 min
<b>39</b>	<b>Doraville Station</b>	12   30 min
<b>809</b>	<b>King Memorial Station</b>	21   48 min


Bus Service Alerts
••

General Alert

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Thank You

