

smarter. faster. better.



NextGen Bus Network Update

Ryan VanSickle, Director of Technical Services & Service Planning
Ni'Mat Kituku, Technology & Change Management Analyst
Andrew Pofahl, Project Manager

Riders Advisory Council
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The NextGen Network

A Generational Transformation

The bus network **evolved gradually** over years of expansion and adjustment.



The NextGen Bus Network is MARTA's **largest and most comprehensive network redesign** since the Authority's founding.

The Big Picture

The NextGen Bus Network will nearly triple the number of residents with access to **frequent service (buses at least every 15 minutes)**.

- » Major improvements for minority and low-income communities
- » Significant improvements in access to jobs, fresh groceries, education, healthcare, and other opportunities

Key Features of the NextGen Bus Network



**More frequent
services**



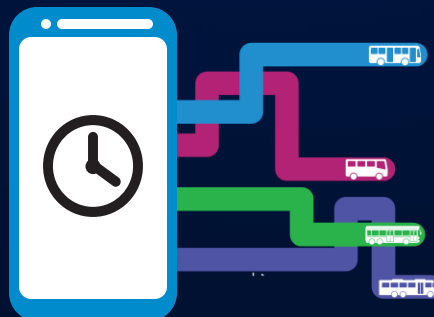
**Simpler routes
with fewer transfers**



**Access to more places
in less time**



**Timed transfer
locations**



**New on-demand
service**

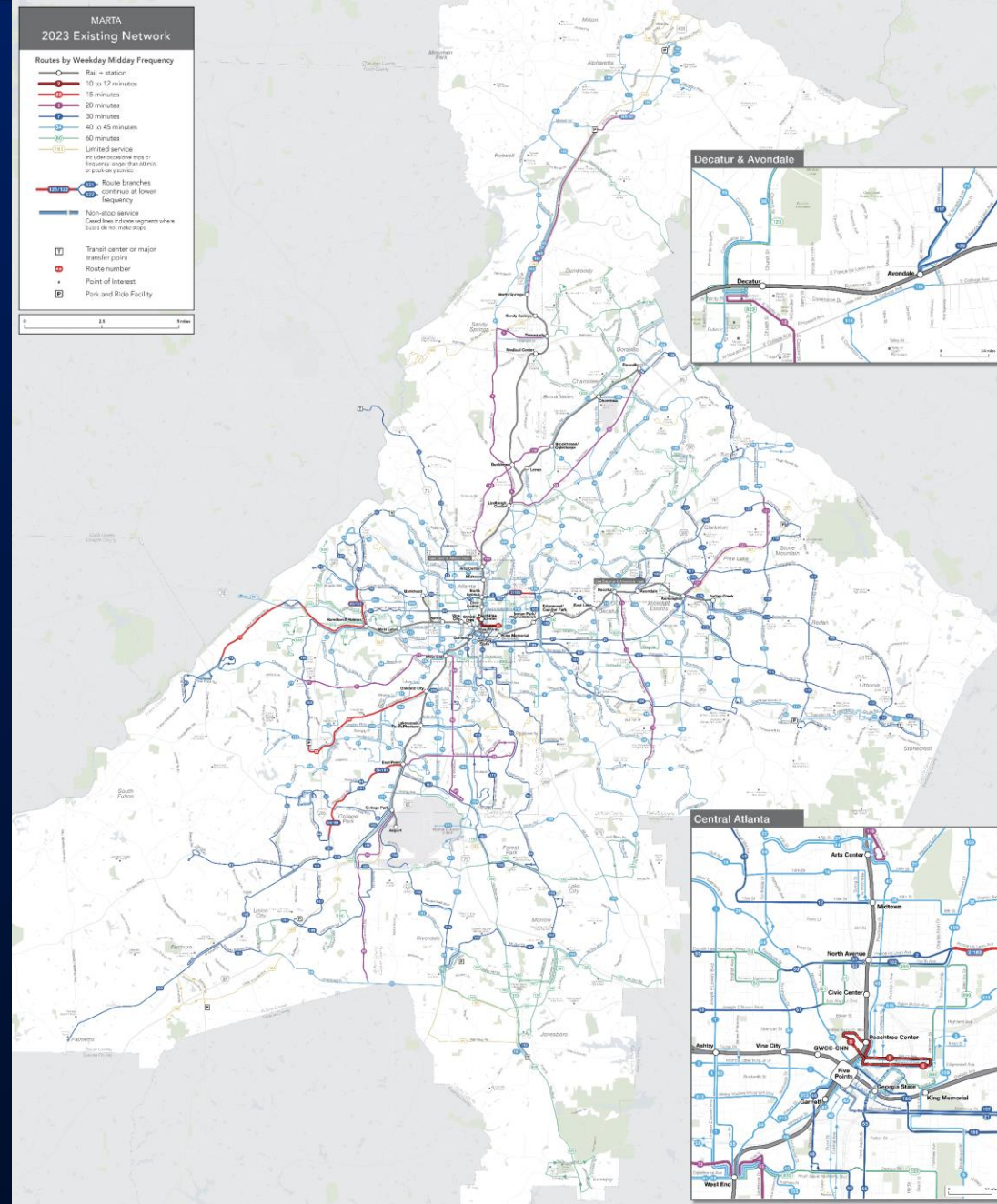
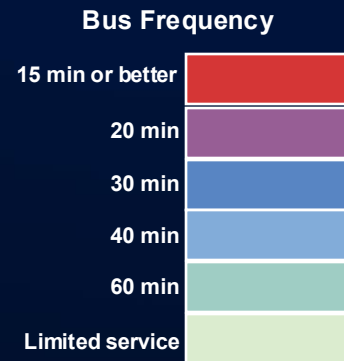


**Consistent service 7
days a week**



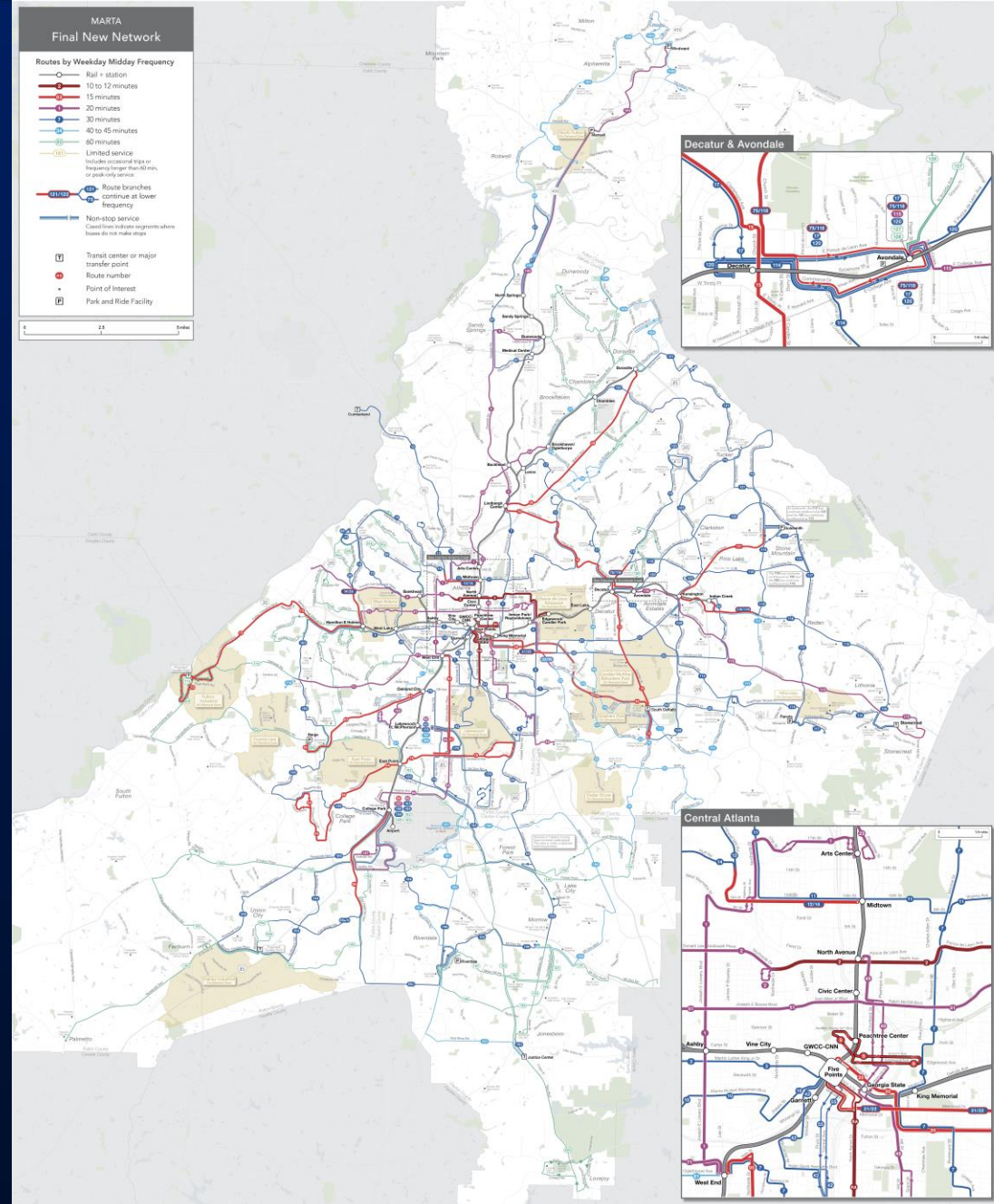
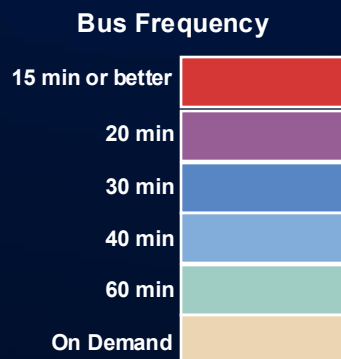
Existing Network

- » **113** fixed bus routes
- » **Frequent** service on 5 corridors
- » **20-minute** service on 9 routes
- » **5 peak-hour-only** routes
- » **No on-demand zones**



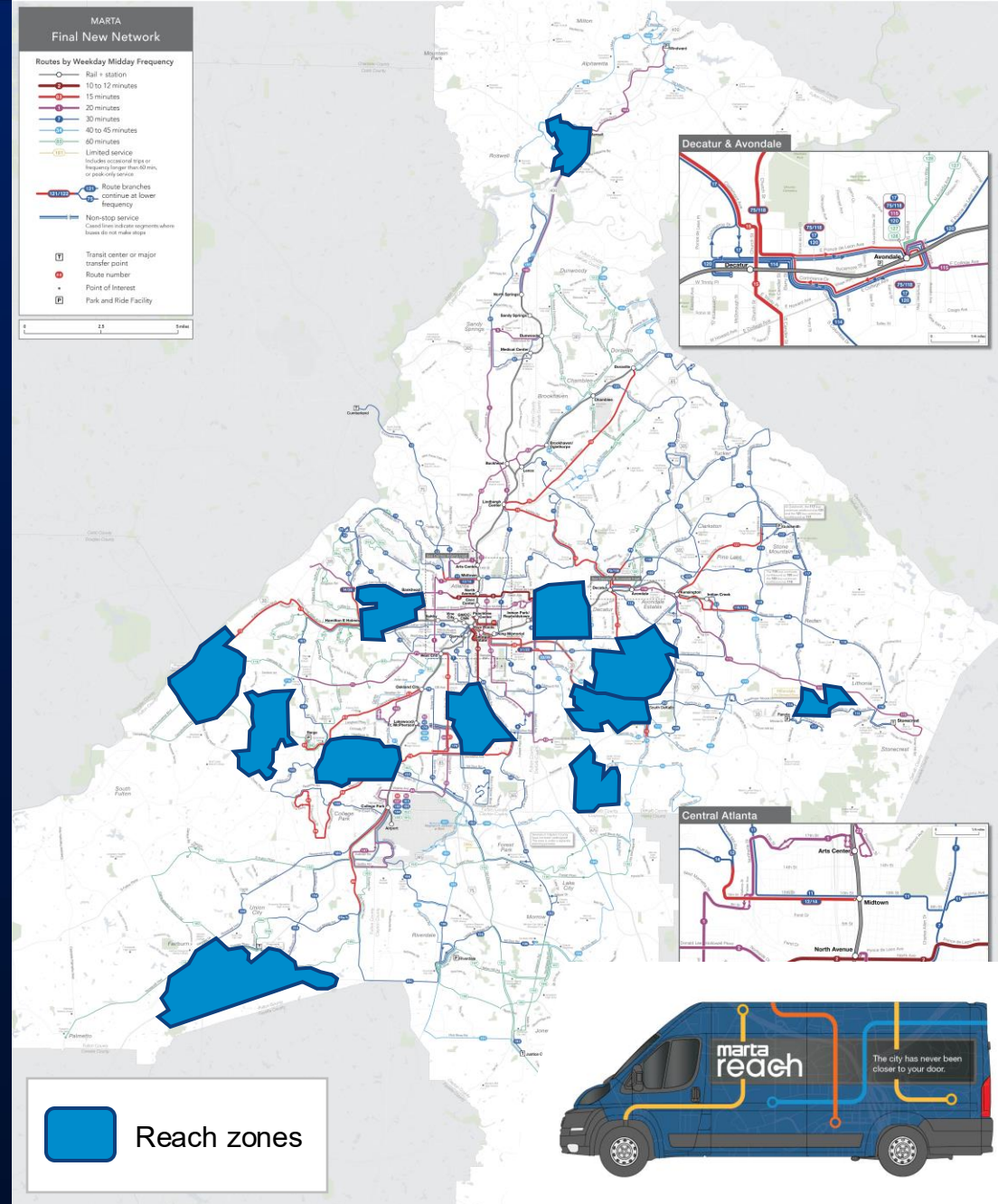
NextGen Network

- » **81** fixed bus routes
- » **Frequent** service on 17 corridors
- » **20-minute** service on 11 routes
- » **12 Reach** on-demand zones
- » **Daily** service systemwide
- » **Flatter** frequencies, no peak only service



MARTA Reach Service

- » 12 Reach zones in the new network
- » On-demand service, select your own pickup and dropoff locations
- » Pickups within 30 minutes
- » Replaces fixed-route coverage in lower density, lower ridership areas
- » Provides connections to MARTA rail, frequent buses, major transfer points
- » Smaller branded vehicles



Smarter, Faster, Better Outcomes



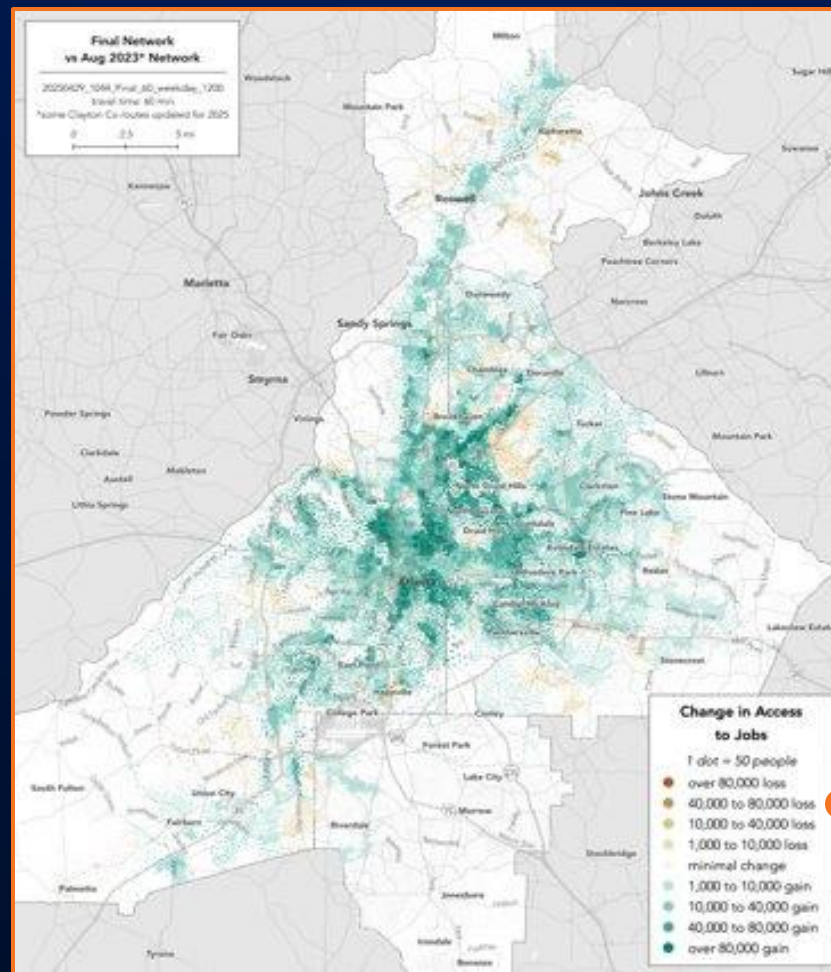
+21%
More Colleges/
Universities

+27%

More Grocery Stores



+31%
More Hospitals



+190%
People Near
Frequent Service



+6%
People Near
Transit Service



+22%
Jobs Reachable

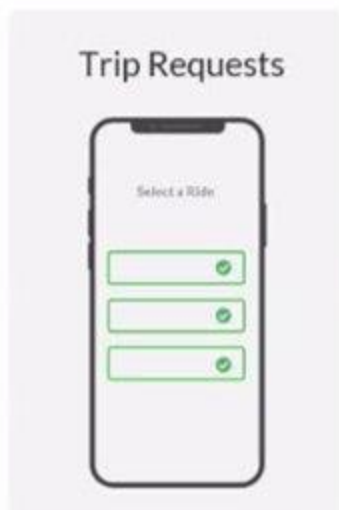


Using MARTA Reach



How the RideCo App Works

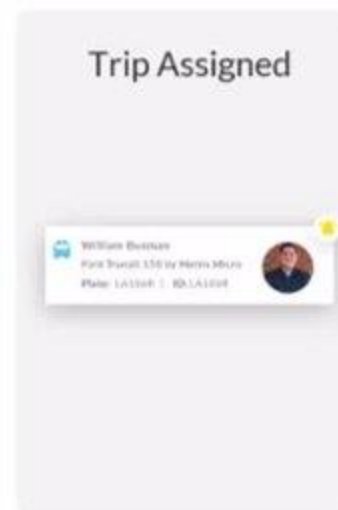
Seamless from Request to Drop-Off



Rider books by app, web, or phone.



Solver instantly reviews demand, routes, and traffic.



Vehicle and driver automatically matched to the rider.



Rider meets driver at pickup and is dropped off at destination.

Behind the Scenes

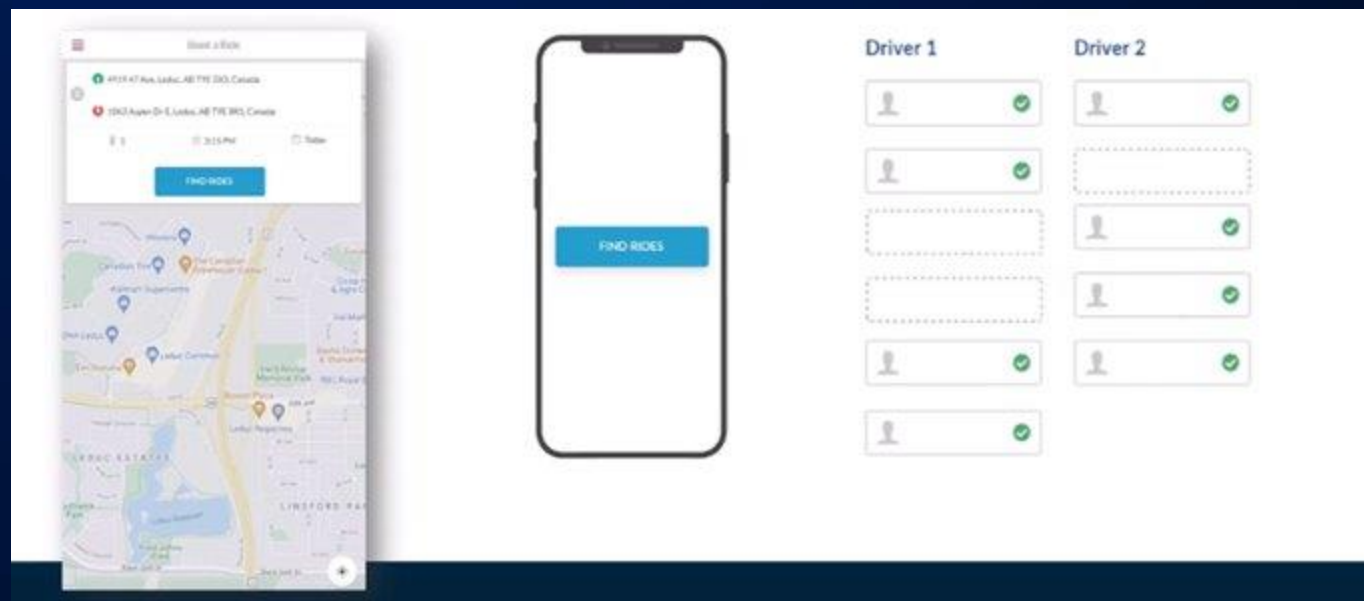
- » Dynamic Scheduling & Optimization
- » Hands-Free Dispatching
- » Smart Resilience
- » Seamless Rider Experience
- » Continuous Improvement



Efficient & Reliable

App Rider Experience

- » Riders can view their driver's name and vehicle details.
- » Riders can track their vehicle live on any platform.
- » Riders can receive automatic alerts and accurate ETAs.



Transparency at Every Step



A Rider's Journey: Seamless Connections Across MARTA



Plan the Trip

The rider starts by planning their trip.



Board MARTA

The rider then takes a MARTA bus or train toward their transfer point.



On-Demand Connection

Using the app the rider books a MARTA Reach trip from the station to their final destination.



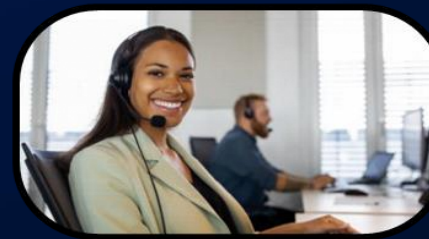
Ride to Destination

RideCo assigns the nearest available vehicle



Arrival and Support

Rider is dropped off at the requested location.



Coordination

Dispatchers support teams manage any accessibility needs in the background.



Infrastructure



Supporting Infrastructure

The NextGen Bus Network isn't just service. It also includes a package of supporting infrastructure improvements that will:

- » Adapt our existing on-street assets to the new network
- » Provide better customer experiences and address existing infrastructure challenges



Infrastructure Improvements

Transfer Locations



Bus Stop Updates



Pedestrian & Intersection Improvements

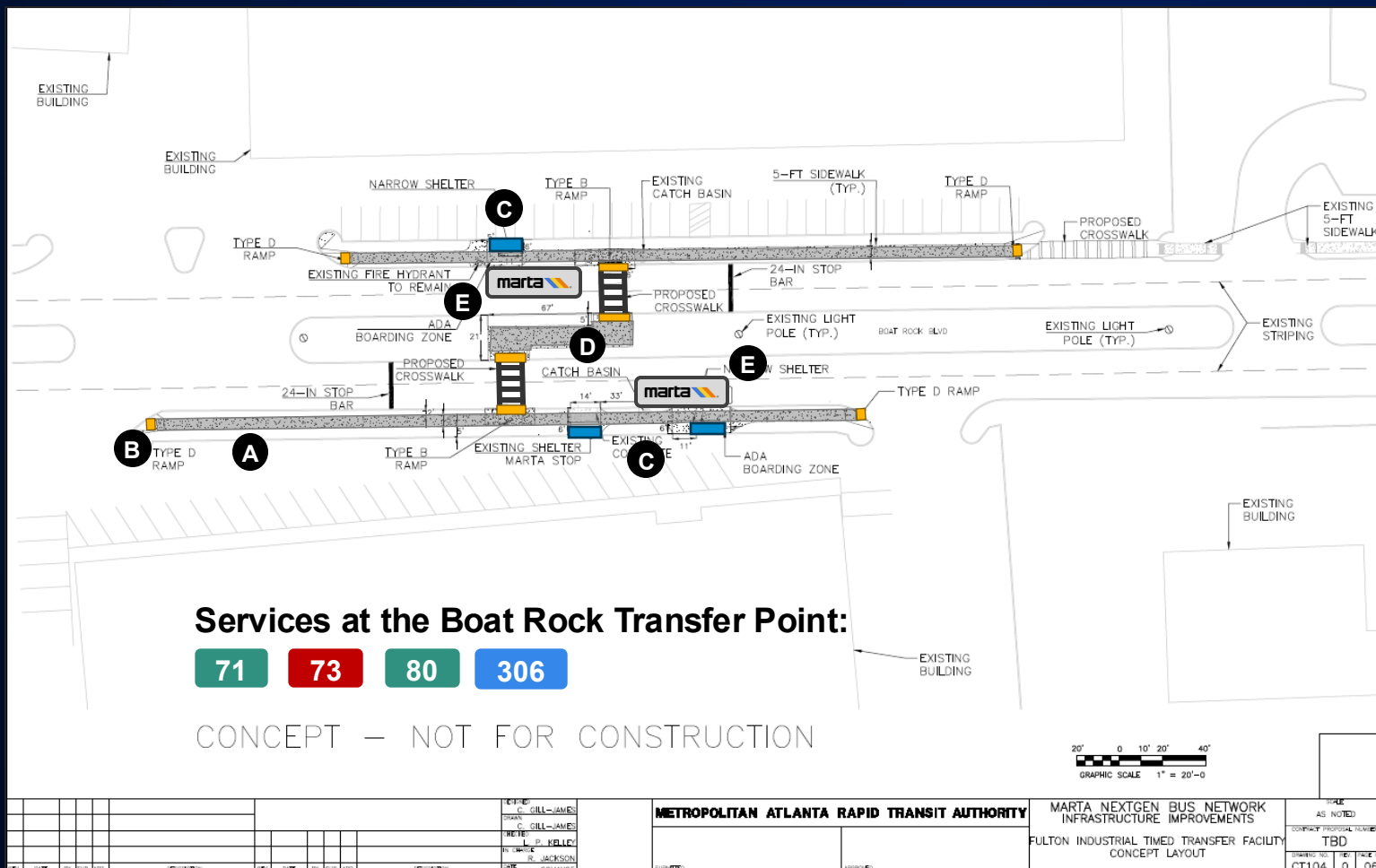


Amenities Adjustments



Access Improvements

Example – Boat Rock Transfer Point Concept



Improvements

- A** Sidewalks
- B** ADA Ramps
- C** Bus Shelters
- D** Crosswalk
- E** Bus Layovers



What's Next?

NextGen Project Next Steps



Board Approval



Extensive Preparations for
NextGen Bus Network



New Network
Launch



Ongoing Network
Evaluation

Just A Few Launch Tasks...



Managing the Launch



Program
Management



Launch Day
Prep



Communications

Outreach

Inreach



Capital

Infrastructure

Temp. Bus Stop
Signage



Operations
Preparation

Operator Pick

Operator
Training

System
Information

Mobility

Technology
Readiness

Vehicle
Readiness

Operations
Staff Readiness



Reach

Launch
Management

Operator
Recruitment

Technology
Readiness

Vehicle
Readiness

Operator
Training

Operations
Readiness

Breakout Session

» Visit with staff at our tables in the Atrium to learn more about the network and planned customer information.



About the Network



Customer Information



Thank you!