



BUS NETWORK REDESIGN

MARTA is conducting a detailed study of bus routes in its service area to better meet the needs of current and future travel demands. The initiative is part of the **MARTA 2040** program, which supports goals to:

- Deliver faster and more reliable service
- Reduce travel times
- Improve regional connectivity
- Promote safety

The MARTA 2040 Bus Network Redesign will be a collaborative process and all stakeholders will have an opportunity to provide input on the reimagined network.

OVERVIEW

What is a Bus Network Redesign?

The MARTA 2040 Bus Network Redesign is a unique opportunity for the Authority, its transit partners, and customers to create a new system of bus routes that will better align with the priorities of Atlanta area residents and businesses today. Each bus route will be evaluated and possibly modified, with some routes undergoing more substantial changes than others. Redesigning the bus network means collaborating with others to answer questions such as:

Where should bus service travel, and how frequently?

How should service run on weekends, or at night?

Should some locations get new service, or additional service?

How are connections made among buses, and between buses and trains?

REIMAGINED

Why is MARTA redesigning its bus network?

Since the opening of its first routes, MARTA's bus network has gradually expanded to accommodate growth in the service area and serve newly developed areas. Due to expansions, declining ridership, and changing travel patterns, it is time to reconfirm a bus network that best serves MARTA's customers. An efficient network should adapt to changes in its environment. The bus network redesign will focus on those changes and identify goals and objectives for a network that better serves the community.

What is the process?

The MARTA 2040 Bus Network Redesign is expected to be completed in 2021. Proposed changes will go into effect after public hearings and Board adoption in 2022. The following are the main steps in the process:

ANALYZE EXISTING CONDITIONS

Conduct a thorough assessment of the existing network to analyze ridership demand and trip patterns. (Winter/Spring 2021)

ESTABLISH ALTERNATIVES

Collaborate with jurisdictional partners to develop contrasting alternatives. These alternatives will demonstrate two paths for reimagining the network and will highlight tradeoffs MARTA will need to make.

The alternatives will be shared with jurisdictional partners and the broader public. The MARTA Board of Directors will follow by setting policy for the network redesign. (Spring/Summer 2021)

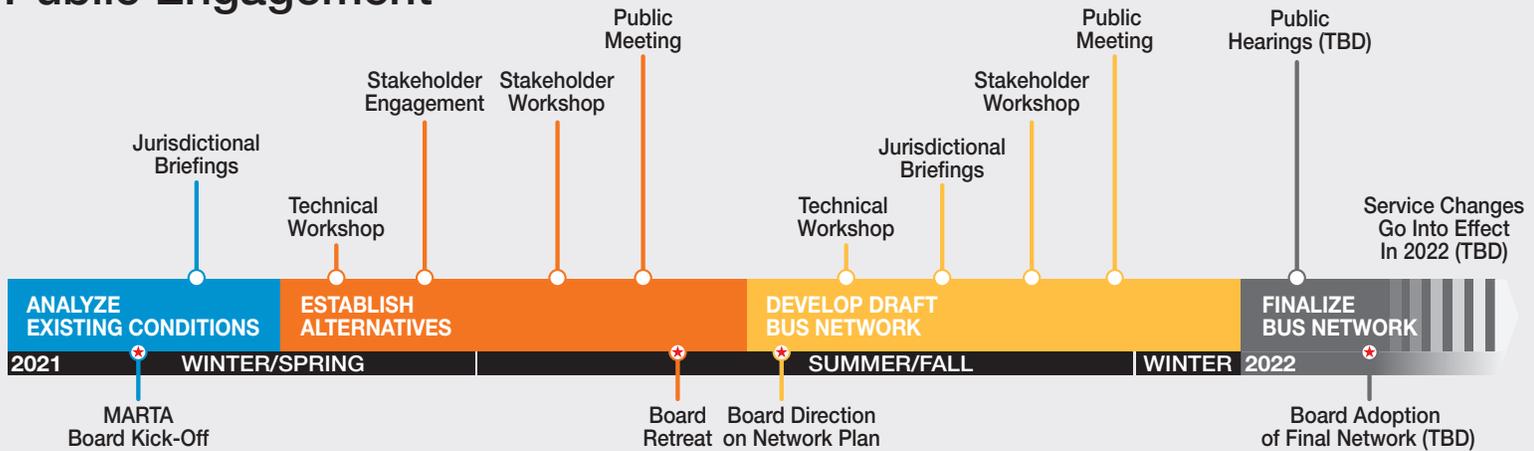
DEVELOP DRAFT BUS NETWORK

A draft of the reimagined network will be presented for public input and will inform the final bus network. (Fall/Winter 2021)

FINALIZE BUS NETWORK

The final bus network will be implemented after public hearings and Board adoption in 2022.

Public Engagement



How can you participate?

Public engagement is critical to the success of the MARTA 2040 Bus Network Redesign and every phase of the process will include opportunities for public input.

Due to health concerns related to the COVID-19 pandemic, public and stakeholder engagement opportunities will likely remain virtual throughout this process. As CDC guidelines are reviewed, MARTA will explore in-person events when feasible. Below are some of the current ways you can participate:

- ✓ Visit the project website itsmarta.com/busnetwork
- ✓ Participate in an online event this summer and fall
- ✓ Email busnetwork@itsmarta.com with questions or comments, or to sign up for the project listserv