



OVERVIEW

MARTA is working to update our bus network to serve you, our customers. We want you to be a part of the process and provide your input to help us understand where you want our system to take you. This is a unique opportunity to participate in a rare system-wide assessment. Our goals:

- Provide a post-COVID revitalization to our bus network service
- Identify efficiencies in the system
- Improve regional connectivity
- Promote safety

The MARTA 2040 NextGen Bus project is a collaborative effort where we need input from our customers and transit/regional partners throughout the process.

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?



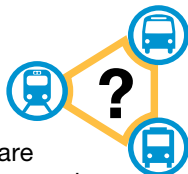
How should service run on weekends, or at night?



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. (Fall 2021/Winter)

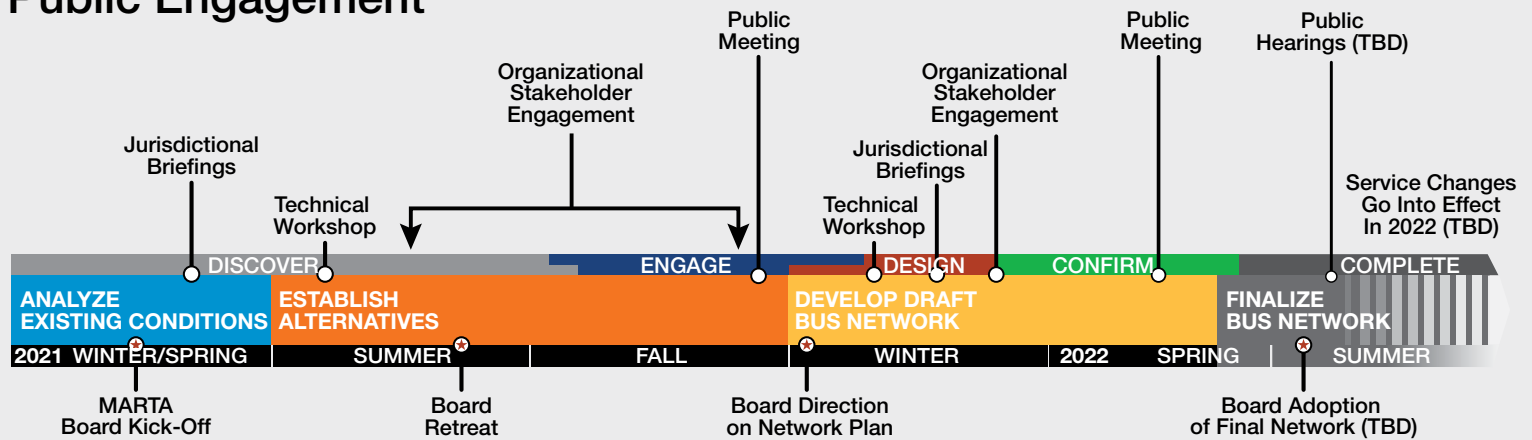
DEVELOP DRAFT BUS NETWORK

A draft of the reimagined network will be presented for public input and will inform the final bus network. (Winter/Spring 2022)

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 participation is critical to the success of any bus network redesign. Input is welcome from all throughout all phases of the process, and MARTA will be coming out to the public on multiple occasions.

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

- ✔ Visit the project website marta2040nextgenbus.com
- ✔ Follow us on Twitter [#NextGenBus](https://twitter.com/NextGenBus)
- ✔ 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