



BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

EXTERNAL RELATIONS COMMITTEE

THURSDAY, MAY 19, 2022

ATLANTA, GEORGIA

MEETING MINUTES

1. CALL TO ORDER AND ROLL CALL

Committee Vice Chair Rita Scott called the meeting to order at 10:01 A.M.

Board Members

Present:

Al Pond
Kathryn Powers
Roderick Frierson
Rita Scott
Reginald Snyder
William Floyd

Board Members

Absent:

Freda Hardage
Jim Durrett
Roberta Abdul-Salaam
Robert Ashe III
Stacy Blakley
Thomas Worthy
Roderick Mullice

Staff Members Present:

Collie Greenwood
Melissa Mullinax
Manjeet Ranu
Raj Srinath
Peter Andrews
Ralph McKinney
Rhonda Allen
Luz Borrero
George Wright

Also in Attendance: Tyrene Huff, Kenya Hammond, Keri Lee and Anthony Thomas

2. APPROVAL OF THE MINUTES

Approval of the March 24, 2022, External Relations Committee minutes.

On a motion by Board Member Pond, seconded by Board Member Floyd, the motion passed by a vote of 5 to 0 with 5 members present.

3. BRIEFING

Briefing - Riders' Advisory Committee Update

Chief Customer Experience Officer, Rhonda Allen, provided an update on the Riders' Advisory Council application process and next steps.

Briefing - MARTA Reach Update

Customer Experience Innovation Program Manager, Anthony Thomas, provided a MARTA Reach program update. MARTA Reach, MARTA's on-demand pilot program, has been operating for approximately 3 months and is half complete. The pilot is meant to test how on-demand shuttles can be used to make it easier and faster for customers to get to their destinations using MARTA will be expanded to include the neighborhood of Dixie Hills and the cities of Avondale Estates, Alpharetta, Roswell, Forest Park, and Morrow.

4. OTHER MATTERS

None

5. ADJOURNMENT

The Committee meeting adjourned at 10:36 A.M.

Respectfully submitted,



Tyrene L. Huff

Assistant Secretary to the Board

YouTube link: <https://youtu.be/hOTnsg0Dz28>

A blurred image of a MARTA train in motion, with a brick wall in the background and a green light streak across the middle. The train is moving from left to right, creating a sense of speed and motion.

Riders' Advisory Council Update

**MARTA External
Relations Committee |
May 19, 2022**

Rhonda Allen | Chief Customer experience Officer

A blue triangle graphic pointing to the right, located on the left side of the slide.

Inaugural Riders' Advisory Council Overview & Highlights

Launched in 2020

Most meetings held virtually due to COVID-19

MARTA SMEs shared presentations on topics ranging from Artbound to Vertical Transportation

RAC members toured Armour Yard, IOC/EOC and volunteered as transit ambassadors

Using the Qmarkets crowdsourcing platform, RAC members submitted 60+ ideas; including a pedestrian crosswalk at Civic Center scheduled to be installed this fall

A blue right-angled triangle pointing towards the top-left corner, partially overlapping the title text.

RAC 2020-2022 Lessons Learned/Moving Forward

Need to reinforce RAC attendance requirements

Added CX staff will better manage ideas submitted on Qmarkets to execution

Planning more in-person meetings to promote new member engagement

Establishing "RAC Fellows" to keep council alumnae involved

Select RAC members invited to site visit at Stadler facility in Salt Lake City next month

Candidate Eligibility and Outreach

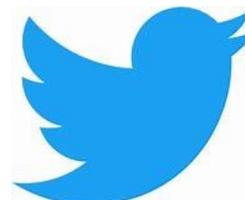
Live or work within the MARTA service area

Ride MARTA or represent an organization that supports/assists those who use public transportation

At least 18 years old

Not employed by MARTA or a MARTA contractor

Not an elected official



Application Review and Candidate Selection

The Candidate represents a **member jurisdiction** (1- yes; 0 - no)

The Candidate **uses MARTA regularly** (4 - daily; 3 - weekdays; 2 - weekends; 1 - special events/holidays)

The Candidate rides **bus, rail and/or mobility services** (1 point for each mode used; + 2-4 based on rts)

The Candidate uses transit as his/her **sole means of transportation** (1- yes; 0 - no)

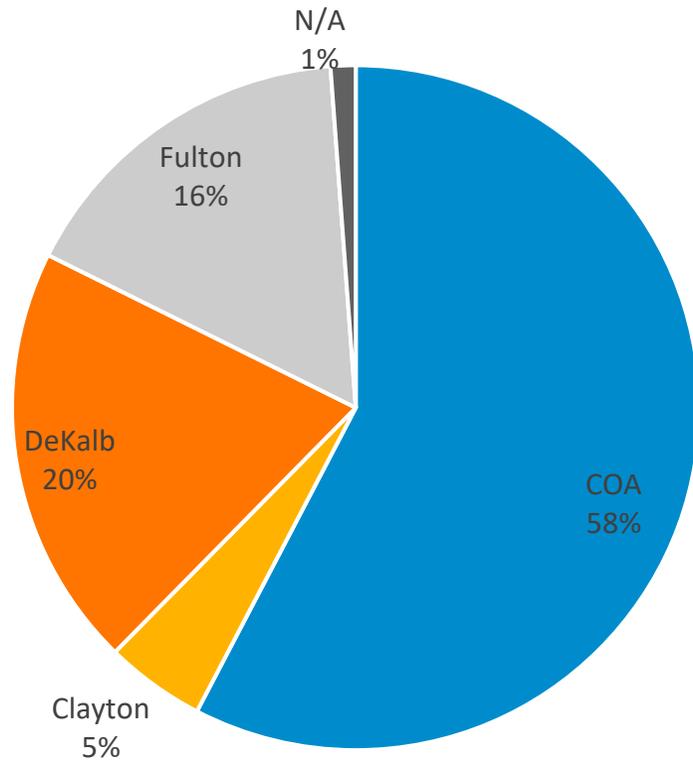
The Candidate links to/from MARTA **using a regional partner** (1 point for each partner used)

The Candidate presents a strong **expression of interest** (0 – 5)

The Candidate demonstrates strong **community involvement** (0 – 5)

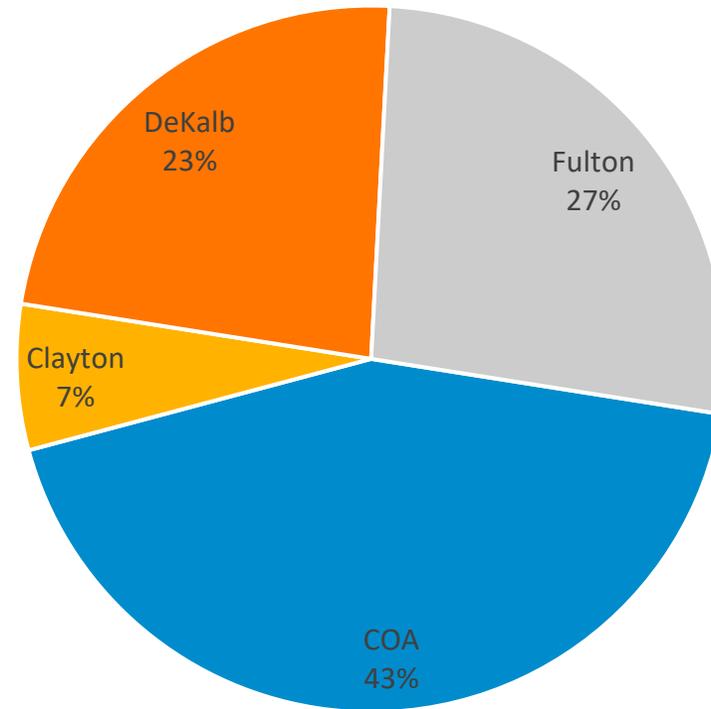
Jurisdictional Breakdown

Applicant Pool



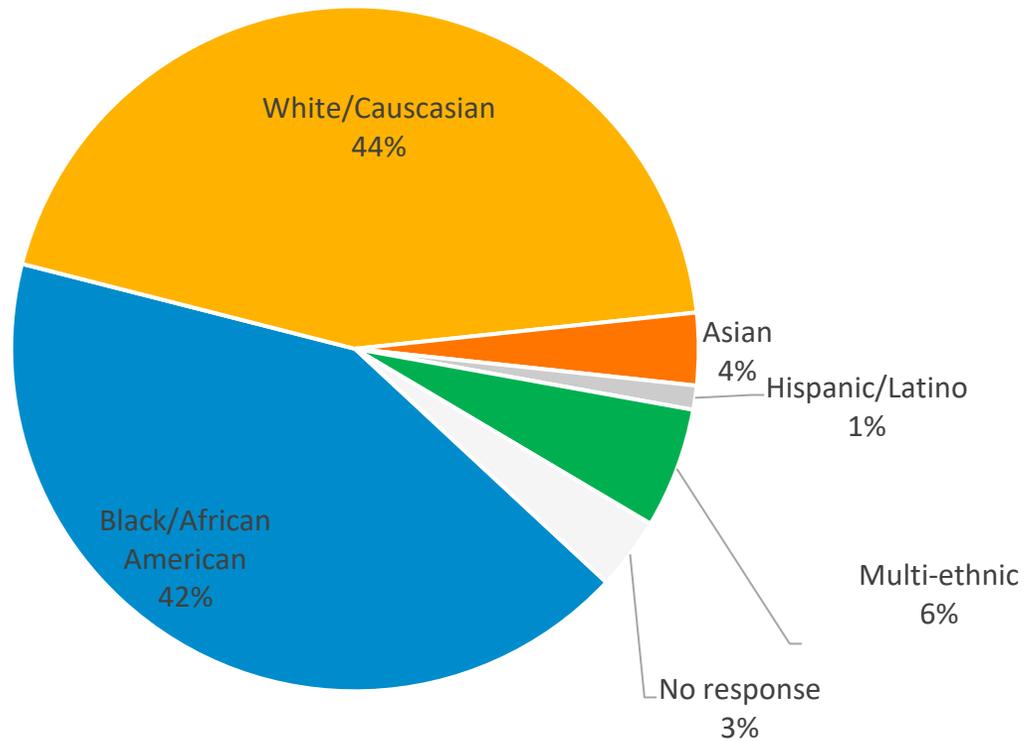
■ COA ■ Clayton ■ DeKalb ■ Fulton ■ N/A

Council Members (30)

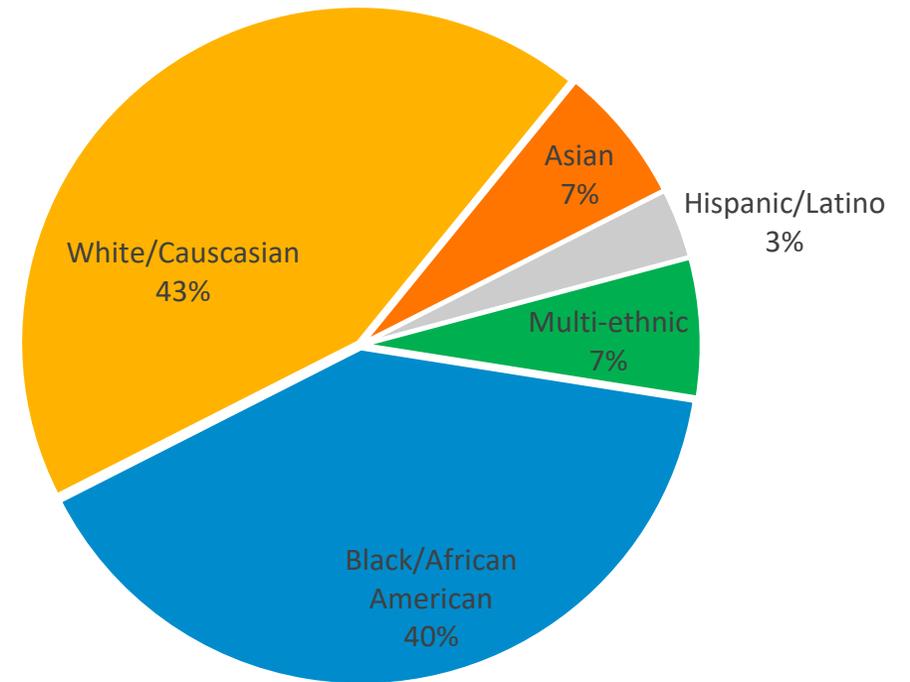


Ethnicity of Applicants vs Council Members

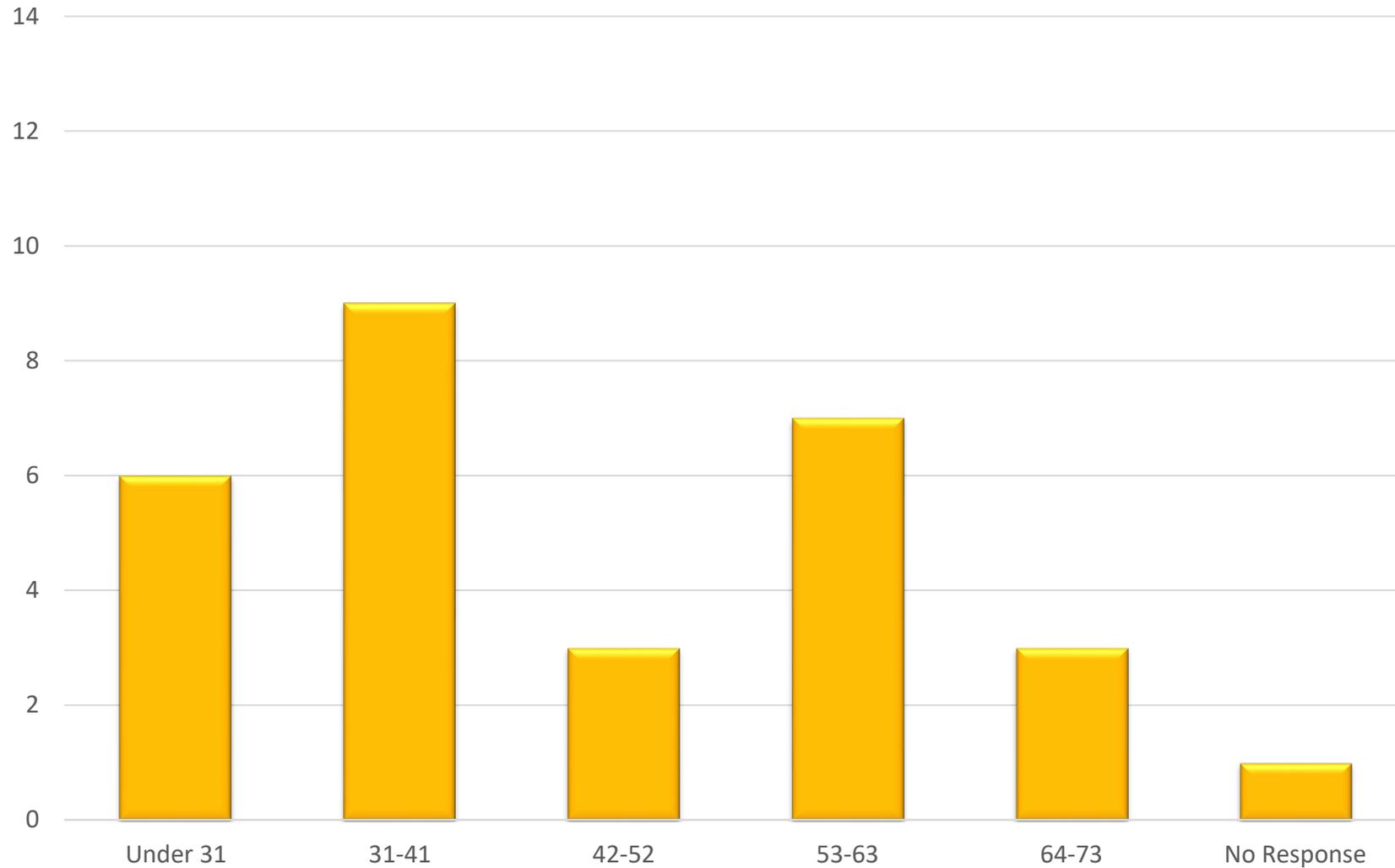
Applicant Pool (88)



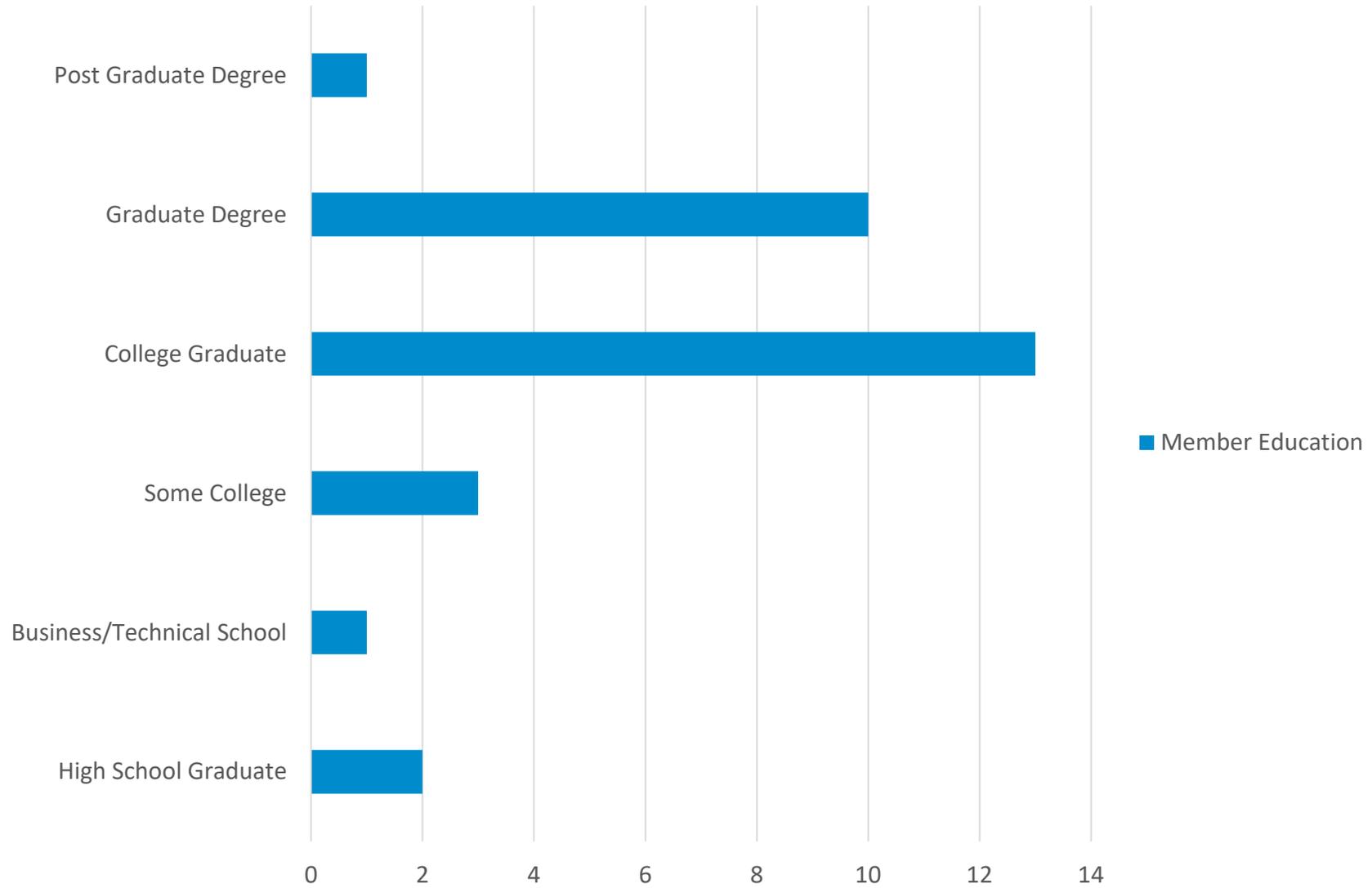
Council Members (30)



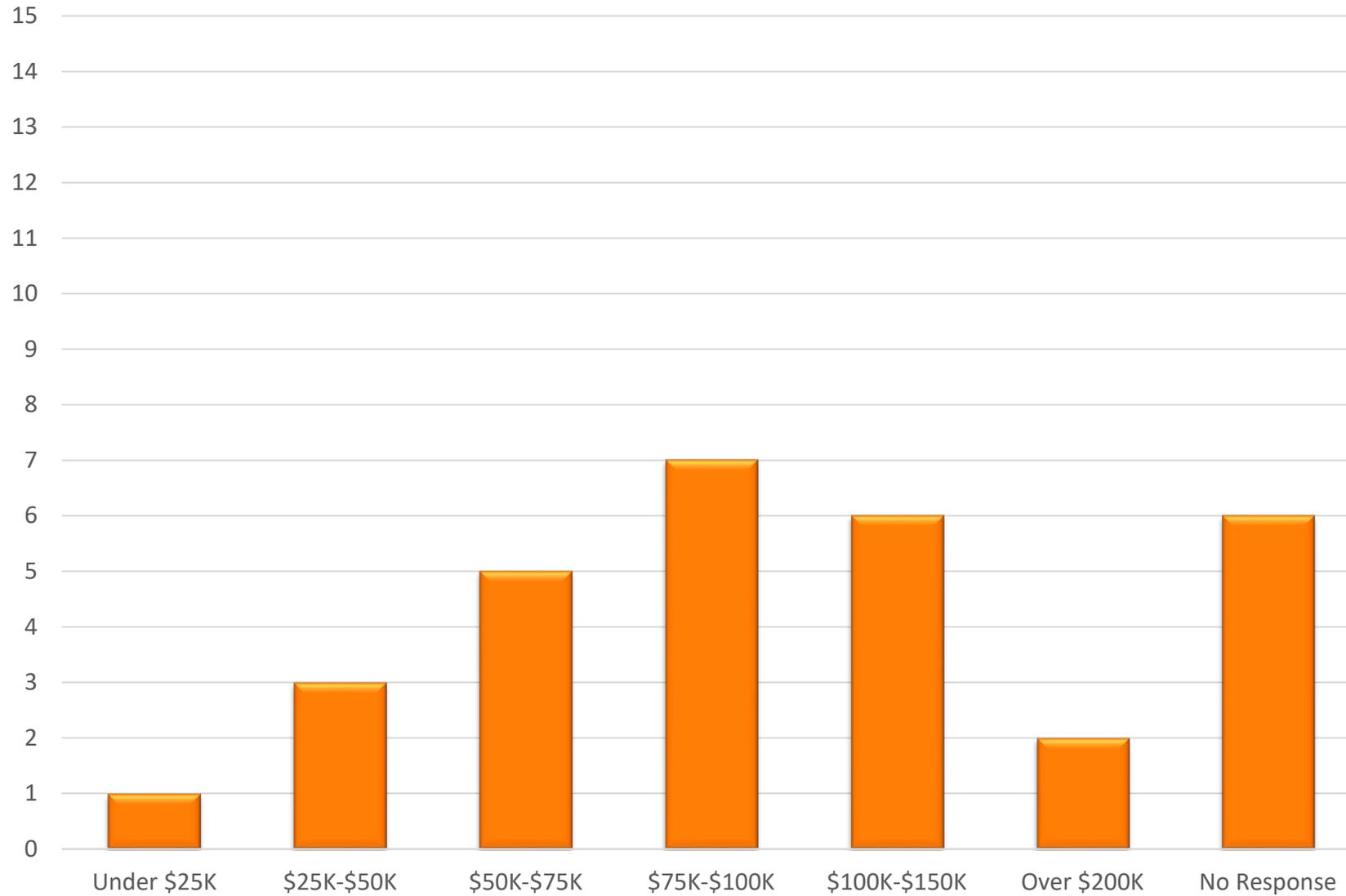
Member Age Range



Member Educational Levels

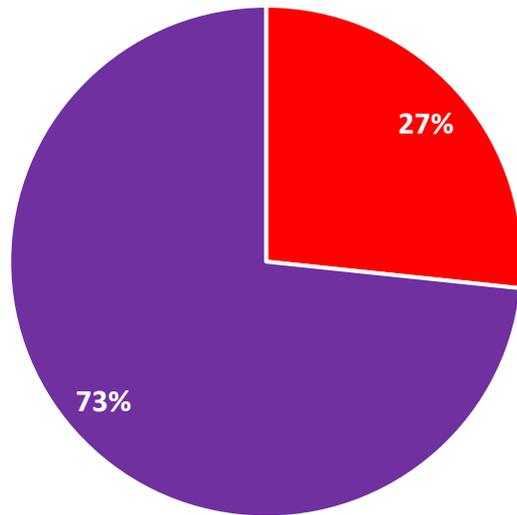


Member Household Income



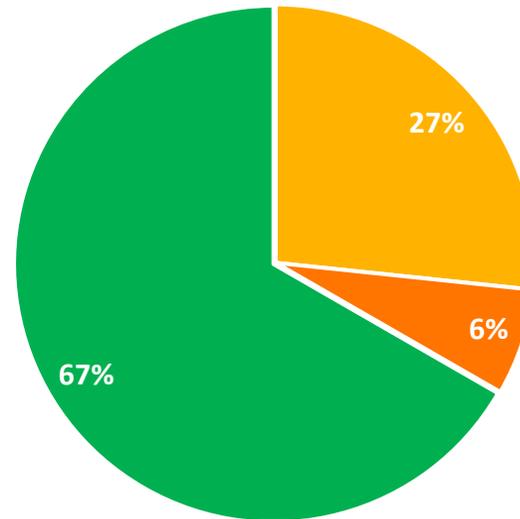
Transportation Choices

Transportation Options



■ Transit Only ■ Other Options

Service Modes Used



■ Bus Only ■ Rail only ■ Mobility ■ Multi-Mode

Fast Facts:

- 50% daily riders
- 33% weekday riders
- 7% weekend riders
- 10% special event riders

- 39% bus routes represented
- 43% regional usage
- 10% mobility difficulties

Transit Ridership and Community Involvement

13% Bilingual

17% Experienced transit in other US cities

3% Experienced transit in other countries

63% Strong community involvement

7% Expressed occurrences of poor experience on MARTA

7% Participated in activities led by the MARTA Army

17% Expressed environmental sustainability as a reason they ride transit

7% Advocates for persons with physical or developmental disabilities

2022-2024 Riders' Advisory Council Members

Clayton	City of Atlanta	DeKalb	Fulton
Darlene Johnson (Rex)	Mitchell Brownlow (OFW)	James Dills (Decatur)	Alan Barker (Alpharetta)
Charles Ledgister (Jonesboro)	Matthew Campbell (Buck)	Nathaniel Harris (Decatur)	Lee Birdsong (Sandy Spr)
	M'Karyl Gaynor (SW)	Caleb Kirksey (Decatur)	Danielle Black (Fairburn)
	Henry Lee (East Atl)	Honidu Marico (Pine Lake)	Vanessa Bynes (Roswell)
	Willard Nalls (SW Atl)	Debra Meadows (Tucker)	Jason Hamilton (Sandy Spr)
	David Nguyen (DT)	Lequvia Ousley (Stonecrest)	Stanley Pang (Dunwoody)
	Kelly Parry (DT)	Mark Whitaker (Chamblee)	Benjamin Shivers (College Pk)
	Leslie Ramirez (East Atl)		Lori Smith (PO Box)
	Anthony Segreto (MT)		
	Roberta Shelor (Buck)		
	Stephen Spring (MT)		
	DeJon Tebought (DT)		
	Shane Tolbert (West End)		

Questions?



Conley

reach

FORT GILLEM

Lake City



Project Update

May 19th, 2022

External Relations Committee

MARTA Board of Directors

Midpoint Pilot Summary

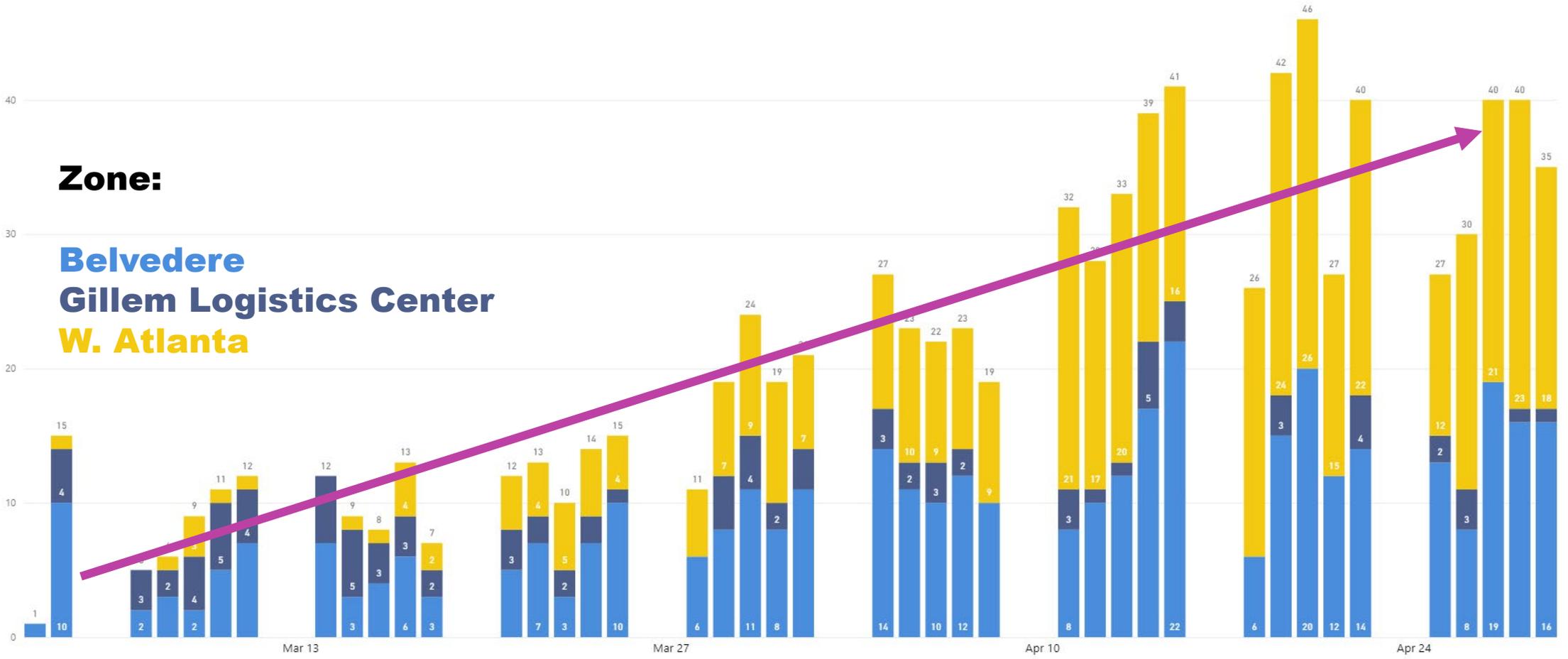
- Six-month pilot started on **March 1st, 2022**
 - Service has been running for ~2.5 months (almost 50% complete)
- Over **1,089** trips served as of May 6th
- **Average wait time:** ~7 minutes
 - Target was \leq 15 minutes
- **Average travel time:** ~10 minutes

Ridership Overview

< Back to report | TRIPS PER DAY



Zone ● Belvedere ● Gillem Logistics Center ● West Atlanta

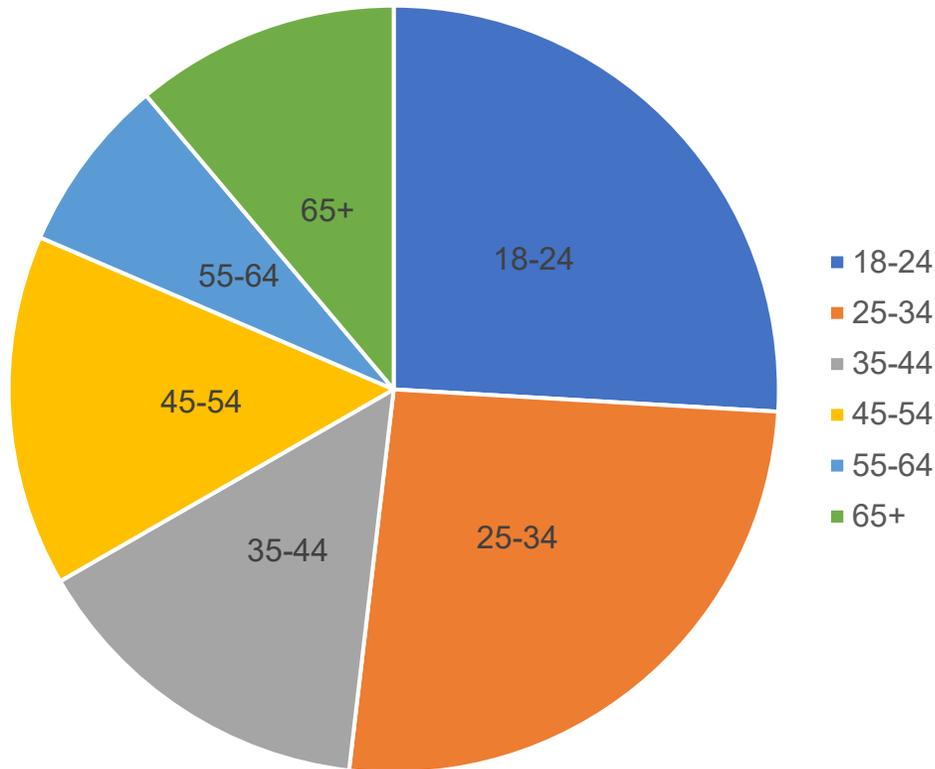


Zone:

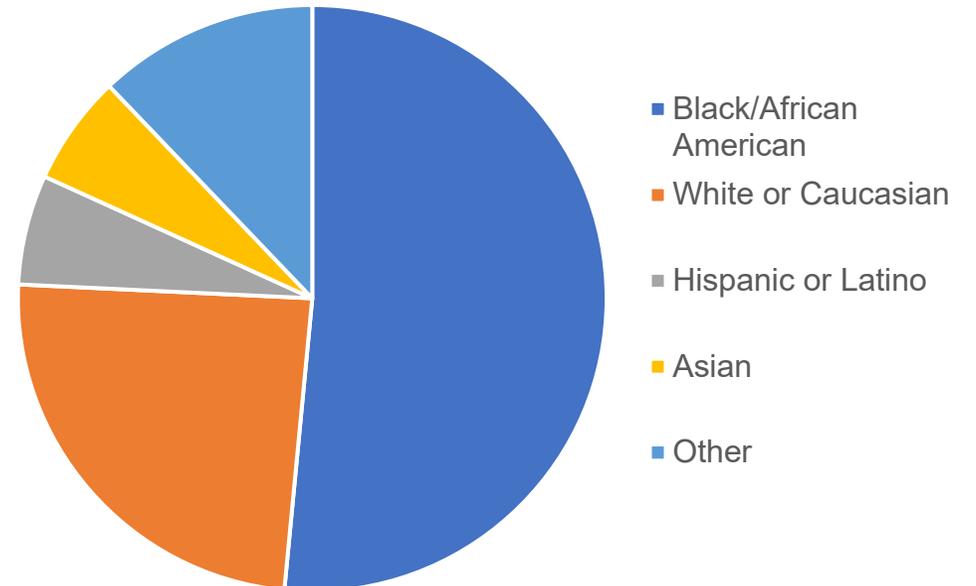
- Belvedere**
- Gillem Logistics Center**
- W. Atlanta**

Reach Riders

Age of Reach Riders



Ethnicity



65% of survey respondents are regular MARTA riders

Travel Survey

- Reach is mostly replacing transit and walk trips, or parts of transit and walk trips
 - Indicates value in greater flexibility & decreased travel/wait times
- Reach may be boosting rail ridership, many more trips now include MARTA Rail
- Most origins and destinations are home or work

Reach by Zone

Belvedere Zone

- 463 trips to date
- **Average wait time:** ~8 minutes
- **Average travel time:** ~10 minutes

Gillem Logistics Zone

- 106 trips to date
- **Average wait time:** ~10 minutes
- **Average travel time:** ~7 minutes

West Atlanta Zone

- 520 trips to date
- **Average wait time:** ~6 minutes
- **Average travel time:** ~10 minutes

Increasing our Reach

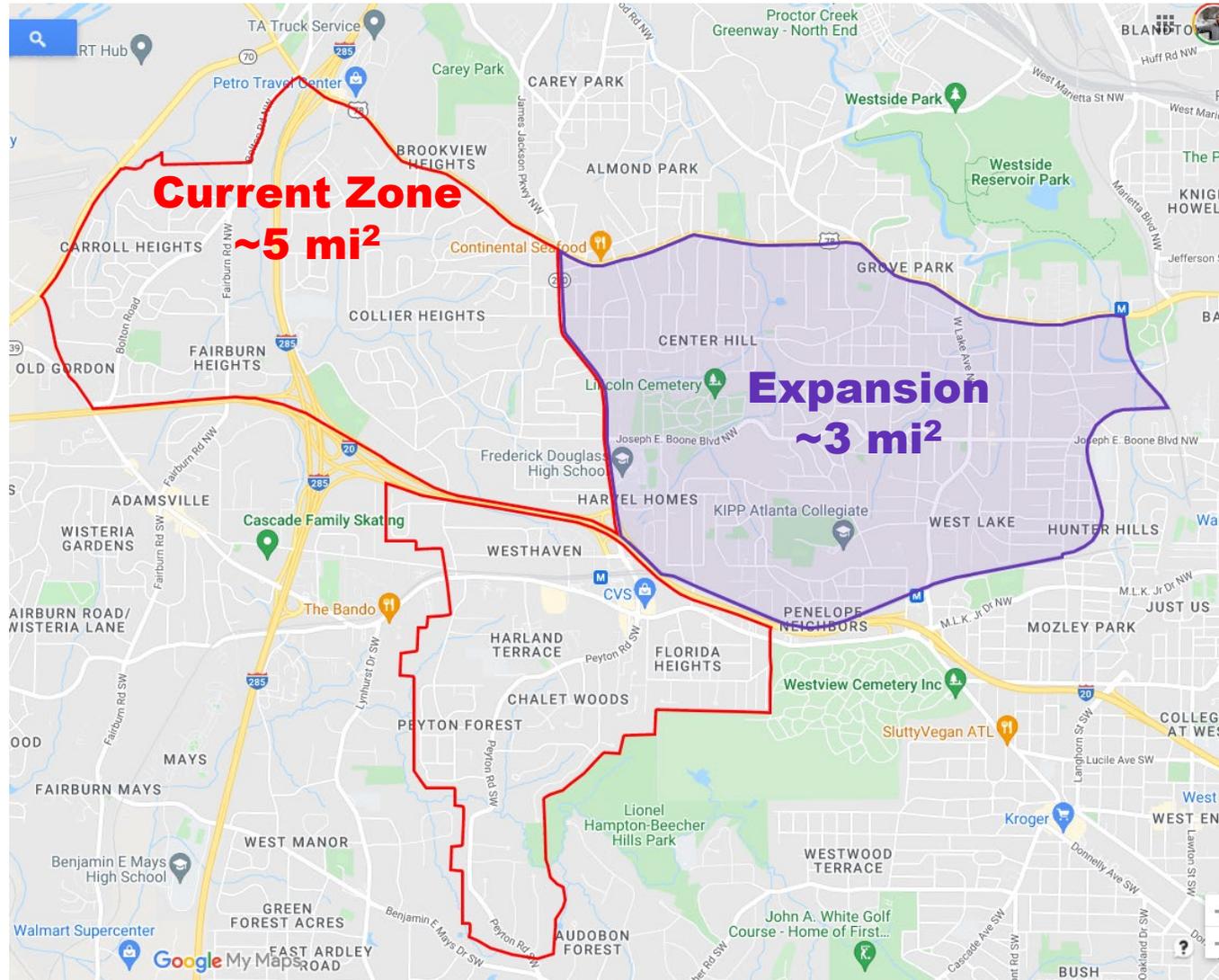
- To increase productivity, and serve additional riders, MARTA will be expanding the Reach pilot program for the second half of the pilot

Parameters

- **All changes to be revenue neutral**
 - We will change where the vehicles are, but are not proposing increases to the hours or days of service
- **We will maintain service where it has already been allocated**
 - We will not remove service from any of the existing zones

W. Atlanta Expansion

Current service operates in Florida Heights and Collier Heights. With connection to H.E. Holmes station

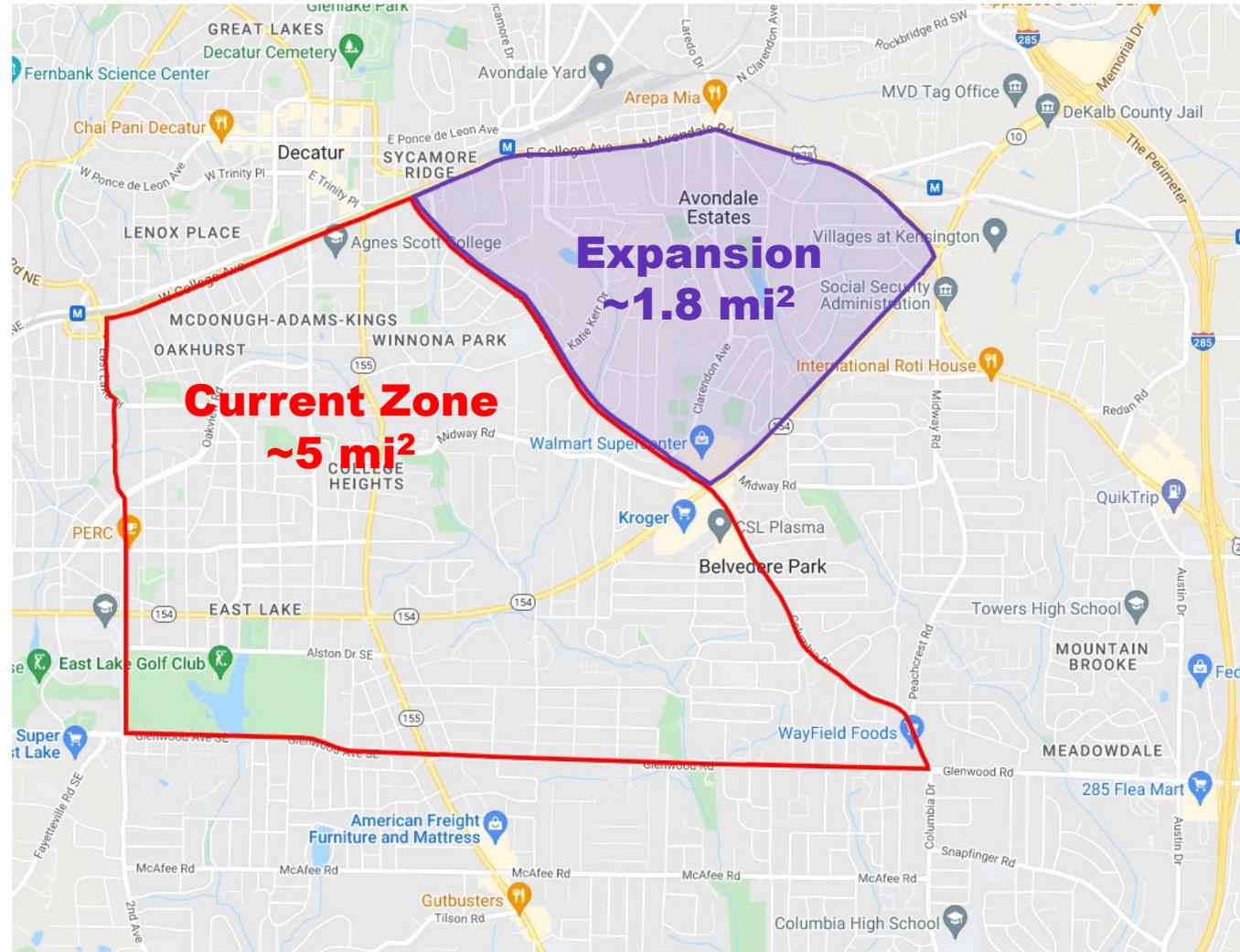


New service will expand to Dixie Hills neighborhood. Will allow for transfers to West Lake & Bankhead stations.

Implemented May 16

Belvedere Expansion

Current service operates in Belvedere Park area. With connection to East Lake and Avondale stations

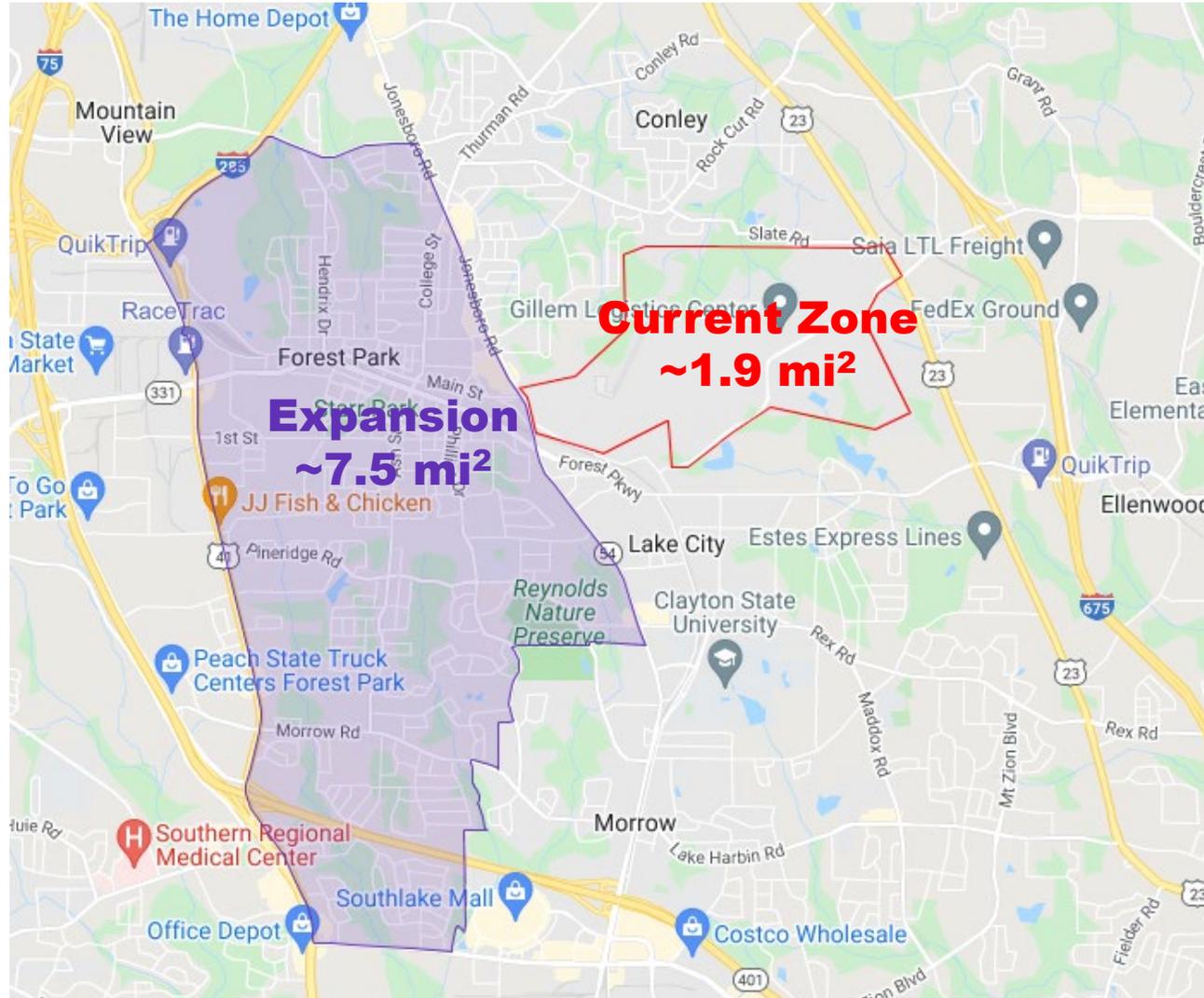


New service will expand to Avondale Estates. Will allow for a connection to Kensington station.

Implemented May 16

Gillem/Clayton Expansion

Current service operates in Gillem Logistics Center. With connections to the 55, 193, 194, 195.



**Coming
May 30**

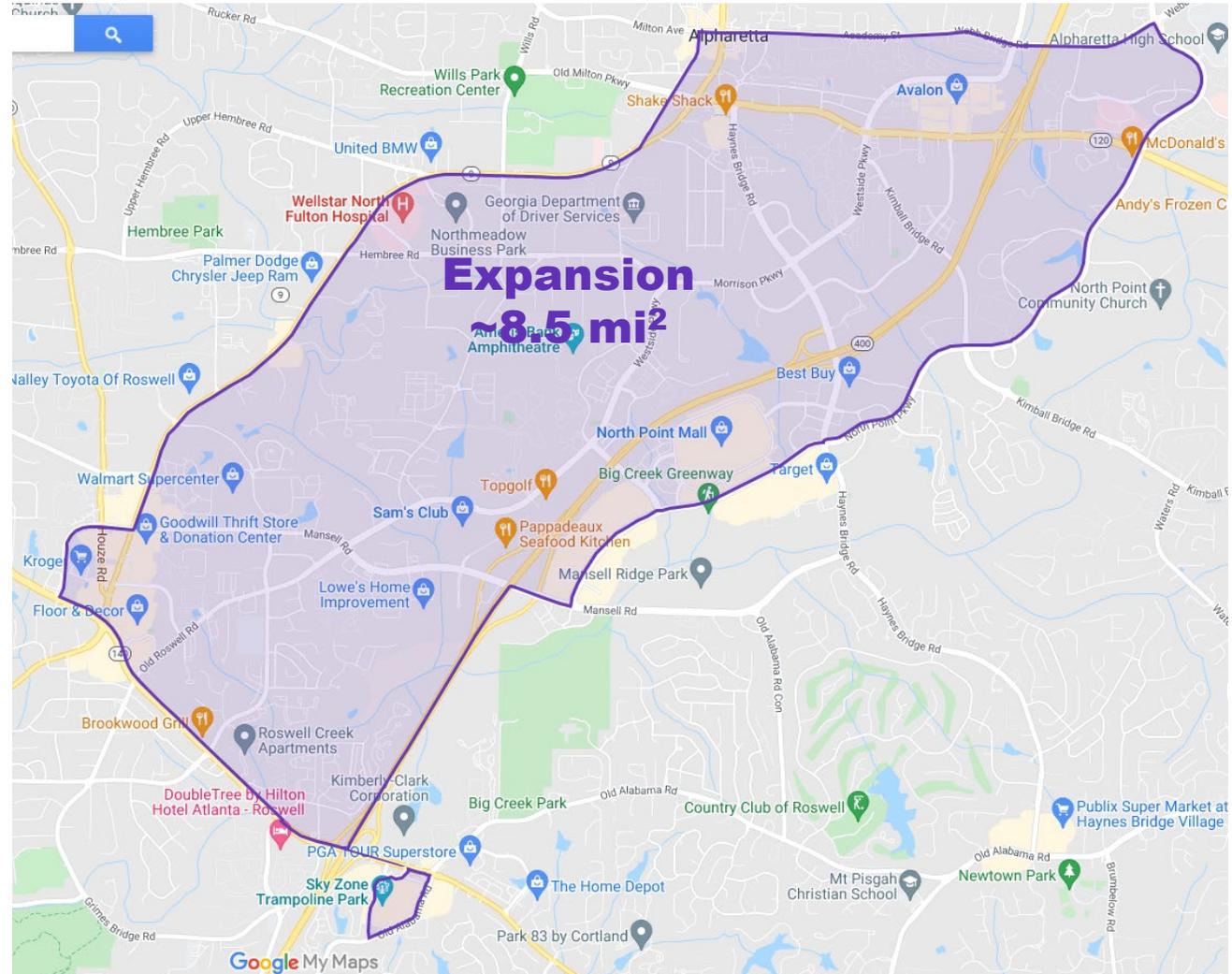
Proposed new service will expand to Forest Park and City of Morrow. Including connections at Southlake Mall, Southern Regional Medical Center, and Clayton State University. Additional connections to the 192, 196.

New Zone: N. Fulton

N. Fulton zone to include the Mansell Park & Ride serving the routes: 85, 140, 141, 142

Connections to North Point Mall, Avalon District, and Georgia State – Alpharetta Campus.

**Coming
May 30**



Evaluation

Each of the goals is linked to a measurable KPI or qualitative data source through direct operations data or survey mechanisms.

1. Improve our service for riders:

- Make MARTA easier and simpler for riders, so they get where they're going faster.

2. Understand our riders:

- Who uses the Reach service and why?

3. Determine how many riders there are:

- What is the level of demand for first-mile/last-mile and/or on-demand service?

4. Determine the cost effectiveness of this service model:

- Is this the best way (from a cost efficiency perspective) to serve this demand?

5. Increase access and equity:

- Make MARTA accessible to more people, esp. traditionally underserved communities

6. Reach new transit riders:

- Make MARTA accessible to more people and achieve the benefits of increased transit mode share

Customer Feedback

- “I love this service so much. It helps as my home isnt on the bus line”
- “I would sell my car if this was a city wide option. I prefer mass transit to personal vehicle.”
- “...The closest bus stop to my house is about a 23 minute walk away and the walk is probably the main reason I wouldn't take Marta. With Marta reach I can make it to work and other places I need to go at ease. I just wish that the service would run longer being that I don't get off work until 10pm and have to take the walk back home after a long day.”
- “I'm very happy with this service. I will continue to use it. Thank you MARTA.”
- “I live one mile from work, before it would take me about an hour (a short walk and two buses) to get to work. Now about 10 - 15 mins.”

“...[MARTA Reach] is all about achieving equity and accessibility in our transportation.”

- City of Atlanta Mayor Andre Dickens

marta 

Conley

reach



FORT GILLEM

Lake City

 Georgia
Tech.



Thank you!

More information at
www.itsmarta.com/reach.aspx

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