
MARTA ACCESSIBILITY COMMITTEE (MAC)

MEETING SUMMARY – MAY 12, 2026

Introductions:

- Meeting facilitated by Denise (standing in for Chair Robert Smith).
- Committee members and MARTA staff introduced themselves, including representatives from Mobility, Customer Experience, IT, Government and Community Affairs, and others.
- Accessibility reminders were provided (speak clearly, state name, mute when not speaking, describe visual materials).

Subcommittee Updates

- Customer Focus and Accessibility subcommittees did not meet.
- No-Show and Late Cancellation Appeals Committee held six hearings on April 30.
- Corporate Compliance & Engagement (Paula Nash) shared no new comments but reminded MAC members to help share MARTA initiatives within the community.

MARTA UPDATES

Breeze Card Transition – Presented by Charlie Jackson

- Transition from old to new “Better Breeze” system is ongoing.
- 47,000 cards printed: 39,000 mailed. About 4,000 returned by USPS.
- Significant delays occurred due to vendor printer and supply issues.
- Large crowds at HQ seeking cards since the May 2 transition.
- Operators are instructed *not to refuse service*; riders may use their old Mobility or reduced-fare card until receiving the new one.

- Card retrieval options:
 - Visit Reduced Fare Office (HQ) for printed or reprinted cards.
- Uncertain timeline for completing card distribution.

RideCo Transition – Presented by Lisa Massaro (RideCo Project Manager)

- MARTA is transitioning from Trapeze to RideCo to modernize reservations, scheduling, and dispatching.
- RideCo already supports other major ADA paratransit systems (Philadelphia, Kansas City, Houston).
- Implementation timeline:
 - Phase-in begins June 6
 - Full transition by June 20
- New Rider Mobile App:
 - Will allow trip booking, cancellation, and real-time vehicle tracking.
 - Available shortly after June 20.
- April 10 app testing revealed login/access challenges. Future rollout will include *in-person assistance* for Mobility riders.
- MARTA leadership emphasized this is the first major system shift in more than 20 years and expected to improve efficiency and service quality.
- IT requested discussions about potential scheduling considerations due to the upcoming World Cup freeze period.

Government & Community Affairs Outreach – Presented by Toni Thornton

- Outreach strategy emphasizes awareness, education, and engagement around the RideCo transition.

- Tools and methods:
 - Open houses, stakeholder briefings, lunch-and-learns, public meetings.
 - Partner toolkits with flyers, fact sheets, social media materials.
 - Bus hangers, announcements, and website project pages.
 - Engagement at senior centers, community events, and via elected officials.
 - Emphasis on MAC member partnership to help disseminate information to riders.
-

CUSTOMER COMPLAINTS – ADA LINKED

Presented by Angelita Amour (March 2026 Report)

- 576 authority-wide complaints; 129 ADA-related.
- Of 129 ADA complaints, 71 were valid (55%).
- Department breakdown:
 - Mobility: 92
 - Bus Ops: 2
 - Mobility Reservations: 4
 - Mobility Maintenance: 2
 - Rail Ops: 0
 - Bus Stops: 1
- Top Mobility complaint categories:
 - Late pickups (20)

- No-shows (19)
 - Excessive time on van (13)
 - Late drop-offs (7)
 - Request assistance/no-show responses (11)
 - Commendations reported:
 - 45 total; 19 Mobility-related
-

MOBILITY OPERATIONS & PERFORMANCE UPDATE

Presented by Russell Daniel

Ridership & On-Time Performance

- March: 64,042 trips; OTP 89.97%
- April: 63,495 trips; OTP 86.22%
- FY26 mobility OTP through April: 90.26%
- April 1 set a record: 3,158 trip requests in one day.

Maintenance

- Mean distance between failures improved significantly:
 - March: 17,139 miles
 - April: 29,858 miles

Call Center Performance

- Call volume increasing sharply.
- March:
 - Calls: 34,000

- Answer rate: 91.6%
- Average wait: 1 min 10 sec
- April:
 - Calls: 39,620
 - Answer rate: 86.5%
 - Average wait: 2 min 22 sec

Reservations

- March: 34,570 calls; 84% answered; 13 min 15 sec average wait
- April: 34,820 calls; 82% answered; 17 min 55 sec average wait
- One new reservation agent hired and beginning in May.

Technical Issues

- Some tablet malfunctions affected OTP recently.
- Reservation system outages in the prior week led to extended waits; staff stayed past closing to call riders back.

Upcoming

- RideCo deployment beginning in June.
- Better Breeze cards continue to be available at HQ for customers who have not received them.

QUESTIONS & DISCUSSION

Reservation Call Delays

- Riders reported long waits (sometimes hours) and dropped calls.
- MARTA explained:
 - Recent system access issues with Trapeze.

- Very high call volume (40+ callers simultaneously in queue).
- Callback option is strongly encouraged.
- Staffing increases and RideCo app expected to ease burden.

Rumor Regarding Mobility Shifting to Fixed Route

- MARTA leadership clarified:
 - Absolutely *not true*—paratransit will remain curb-to-curb as required.
 - Confusion may come from MARTA Reach zones, which are not paratransit and have different pickup rules.
 - Mobility eligibility has *not* been revoked due to the bus network redesign.

Clarifications on Service Area Changes

- If a rider's home address was affected by bus network redesign, they are grandfathered for one year.
- They may travel from their home to eligible locations still in the service area.
- Some Riders may be outside the service area but *eligibility has not changed*.

MEETING CLOSE

- No further questions.
- Next MAC meeting: **July 14**, hybrid format (virtual + in person).
- Denise thanked all participants and invited follow-up by email or phone