

MARTA Advisory Committee (MAC) Meeting Summary

May 13, 2025, | 10:00–11:00 a.m.

Introductions:

MAC members, MARTA staff, and department leaders introduced themselves, including Paula Nash (AGM, Diversity & Inclusion), Mobility Services leadership, Bus Network Redesign, Customer Experience, and Rail Operations.

1. Department Rebranding (Paula Nash)

- Diversity & Inclusion is being renamed Corporate Compliance and Engagement.
 - Staff titles will change; Denise's title will be updated.
 - Purpose: clarify department mission and modernize branding.
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2. Bus Network Redesign Update (Andrea Foard)

- Over 50 public meetings and 30 station pop-ups completed.
 - Public survey and operator town halls conducted.
 - Refinements underway based on community feedback.
 - Multiple public hearings scheduled (May 13–17).
 - Plans to be presented to Planning Committee on May 22 and Board adoption targeted for June 12.
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3. New Breeze Fare System Upgrade (Charlie Jackson)

- Entire fare system is being replaced: Breeze cards, validators, fare gates, mobile app, backend systems.
- New features include:
 - Tap-to-pay via credit card or phone (Apple/Google Pay)
 - New Breeze cards and regional retail network
 - Upgraded sliding fare gates
 - New, more reliable bus/mobility fare boxes
- System scheduled to go live Spring 2026, in time for the World Cup.

- MAC and disability community will be invited for pilot testing (Dec–Jan).
 - Working on accessibility features, including hands-free ADA gate access.
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4. ADA Link Complaints (Angelita Amour)

March 2025 Data:

- 582 authority-wide complaints; 185 Mobility-related (31.8%).
 - Top issues:
 - No-shows (23)
 - Late pickups (22)
 - Discourteous behavior (18)
 - Vehicle stopping location issues (14)
 - Mobility accommodations totaled 25.
 - Improvements seen in some areas; focus continues on service reliability.
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5. Mobility Services Performance Update (Russell Daniel)

- Strong improvement in on-time performance (OTP):
 - Feb: 91%
 - Mar: 92.5%
 - Apr: 91.3%
 - Monthly trip volume rising (about 59,000 trips in March/April).
 - Call center performance remains high with low abandonment rates.
 - New vehicles arriving:
 - 36 total (16 ProMasters, 20 minivans)
 - 10 received so far; entering service soon.
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6. Public Comments / Member Concerns

- Appreciation for improved communication between dispatch and riders, especially when drivers struggle to locate pickup points.
- Concern raised about bus bay signage being too high for riders with low vision; issue will be forwarded to Bus Operations.

7. Next MAC Meeting

July 8, 2025