

MARTA MAC MEETING SUMMARY – January 13, 2026

1. Attendance & Introductions

MAC Chair Robert Smith opened the meeting. MAC members, MARTA staff, and community representatives introduced themselves. Notable attendees included representatives from service scheduling, Mobility operations, customer service, technical services, and rail operations.

2. Subcommittee Updates & Executive Remarks

No subcommittee meetings were held, and the Assistant General Manager had no remarks for this session.

3. MARTA REACH PROGRAM PRESENTATION (Victor Cuate)

Key Points of the NextGen Bus Network (launching April 18, 2026):

- 81 fixed bus routes
- 17 routes with 15-minute frequency, 11 routes with 20-minute frequency
- 12 new MARTA Reach on demand service zones
- Service available daily, no peak-only service
- Emphasis on improved frequency and simplified travel options

MARTA Reach Service Overview (launching March 7, 2026):

- On-demand, curb-to-curb service within 12 defined zones
- Goal: pick up within 30 minutes of request
- Replaces low-ridership fixed routes in lower-density areas
- Connects riders to rail stations and major transit nodes
- Uses smaller ADA-accessible vehicles
- Trips must start and end within the same zone
- Reservations available by phone or app (same-day allowed)

Mobility Coordination:

- MARTA Mobility service will continue *within Reach zones* and inside the standard $\frac{3}{4}$ -mile fixed-route buffer.

- Riders outside new service areas will retain Mobility eligibility until April 18, 2027.
- An online tool will let customers check if they are within service areas.

Questions & Concerns Raised:

- Clarification of zone boundaries and how Reach relates to bus routes.
 - Need for clear, accessible rider information (audio formats, braille upon request).
 - Coordination challenges between Mobility pickups and Reach service timing.
 - Desire for more detailed zone maps and explanations for blind/low-vision customers.
 - Confirmation that Reach is a shared-ride service.
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4. CUSTOMER SERVICE REPORT – November 2025 (Angelita Armour)

Complaint Data:

- 494 authority-wide complaints
- 131 were ADA Link (Mobility) 26.5%
- 79 ADA complaints were found valid (60%)

Top Mobility Complaint Categories:

- Late pickups (23)
- No-shows (21)
- Long ride times (9)
- Late drop-offs (7)
- Discourteous behavior (9)

Accommodations Praises:

- 28 authority-wide praises
- 14 from Mobility customers

Discussion Points:

- Questions about what qualifies as a “valid” complaint

- Customers expressed that follow-up explanations are often vague
 - Recommendation to improve communication and include clearer resolution notes
 - Request for better transparency on investigative steps
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5. MOBILITY OPERATIONS REPORT – November/December 2025 (Delton Quarles)

Ridership:

- November: 54,638 trips
- December: 56,256 trips
- 2025 total: 695,732 trips (up 4% from 2024)

On-Time Performance:

- 2025 overall: 90.72% (met goal)

Call Center Performance:

- ETA calls: ~94% answered within under a minute
- Reservations calls: long hold times (15–18 minutes); below target
- Staffing shortages contributed to delays
- Recruitment underway to improve wait times

Technology & Fleet Updates:

- Fare system equipment installations underway
- Mobility vehicle updates ongoing
- Training started for **RideCo**, the new Mobility scheduling/dispatch software
 - Launch anticipated late spring 2026
 - Features: automated optimization, live traffic integration, customer booking app, trip rating, improved routing

Concerns Raised:

- Need for strong communication campaign for RideCo rollout
- Importance of distinguishing messaging for Mobility vs. Reach customers

- Desire for confirmation of vehicle type for blind/low-vision riders to avoid confusion or no-show misunderstandings
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6. Open Business / New Concerns

- Issue raised regarding long-term escalator outages at Airport and Civic Center Stations.
 - Denise will follow up with Vertical Transportation leadership.
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7. Next Meeting

- **Tuesday, March 10, 2026**
- Planned to be held virtually and **in person at MARTA Uptown (7th floor)**

Meeting adjourned.