



Service Standards Report

FY 2027



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Executive Summary

The Metropolitan Atlanta Rapid Transit Authority (MARTA) Service Standards identify the policies guiding transit service and the transit service change process. Updated annually, the Service Standards comply with Title VI of the Civil Rights Act and related guidance described in the Federal Transit Administration's (FTA) Title VI Circular 4702.1B, as well as the MARTA Act, adopted by the Georgia General Assembly, and MARTA Board requirements.

MARTA's goal is to ensure that its standards and policies are equitable, accountable, and transparent.

The Service Standards delineate MARTA's transit service by service modes. Service modes help distinguish different types of MARTA service and are used in evaluation during the service change process (conducted up to three times per year).

The FY 2027 Service Standards Report continues to improve its use of concise language and to acknowledge extenuating circumstances that could alter service delivery.

The Service Standards consolidate MARTA's policies guiding service changes into seven chapters, as follows:

1. Introduction
2. Service Change Process
3. Service Design Guidelines
4. Service Standards
5. MARTA Mobility Service Delivery Standards
6. Other Service Considerations

This document is organized into two sections: the Service Design Guidelines and Service Standards. MARTA's Service Design Guidelines ([Chapter 3: Service Design Guidelines](#)) are comprised of nine policies that offer general guidance for transit service, though many of the following design guidelines apply only to bus service:

- Direct Route Design
- Simple and Consistent Route Design
- Symmetrical Route Design
- Coordinated Schedules
- Equitably Distributed Routes
- Consistent Stop Spacing
- Transit Amenities
- Transit Access
- Clean Stations and Vehicles

[Chapter 4: Service Standards](#) identifies the five standards MARTA uses to evaluate transit service within the service change process. The standards provide customers with a clear representation of what service characteristics they can expect from each service mode. The following standards are described in [Chapter 4: Service Standards](#):

- Hours of Service
- Service Frequency
- Service Capacity
- On-Time Performance

Each standard provides a clear definition and explanation of its impact on MARTA service and customers' transit experience, along with how the standard is measured and evaluated in the service change process.

The graphic on pages 11-12 ([Section 2.2: Service Change Process](#)), is intended to provide customers and stakeholders with a clear understanding of how MARTA evaluates service and how customers can inform the process.

The Service Standards include information on MARTA Mobility eligibility and enrollment, as well as performance standards. The Service Standards also provide information and guidance resulting from emergencies or special events.

Overall, the Service Standards reflect MARTA's efforts to proactively engage with customers and ensure transparency in the service-change process. Because MARTA depends on customer input to guide service changes, the update includes information throughout the document that explains how customers can engage in the process and provide feedback.



1. Introduction

1.1 Background

1.2 Service Overview





1.1 Background

The Federal Transit Administration mandates reporting of MARTA's Service Standards (FTA Circular 4702.1B specifies the standards required of transit agencies to comply with Title VI of the Civil Rights Act). MARTA staff provide annual updates to the Standards, which are adopted by the Board of Directors. The Service Standards establish a process for implementing regular transit service changes, including how MARTA's customers can engage with the process.

In addition to state and federal mandates, MARTA's Service Standards are guided by requirements from the MARTA Board of Directors and related MARTA policies.

MARTA Vision Statement

People moving people where they want to go today and tomorrow.

MARTA Mission

The mission of the Metropolitan Atlanta Rapid Transit Authority is to advocate for and provide safe, multi-modal transit services that advance prosperity, connectivity and equity for a more livable region.

What are MARTA's Service Standards?

MARTA's Service Standards identify the policies that guide transit service delivery. The standards guide MARTA's process for evaluating transit service and implementing regular service changes. The Standards also guide MARTA's public involvement process for service changes, ensuring that MARTA customers receive equitable, accountable, and transparent service.

Summary of Updates to FY 2027 Service Standards

The FY 2027 Service Standards were updated to reflect changes from the NextGen Bus Network and to improve the conciseness of language used throughout the document.

Federal and State Requirements

The federal and state requirements identified below inform MARTA's Service Standards, ensuring that the service change process is equitable and transparent. Federal requirements also mandate that agencies include specific standards and design guidelines in their Service Standards.

- **Title VI of the Civil Rights Act of 1964** prohibits discriminatory actions based on the grounds of race, color, or national origin. It also ensures the participation of low-income and minority groups in the decision-making process and requires agencies to establish a process for reporting Title VI complaints and to provide meaningful access to services for persons with limited English proficiency.
- **The Urban Mass Transportation Act of 1964** established the federal department that preceded the FTA. As amended, the act requires recipients of federal funds to establish a process for receiving and considering public comments prior to fare changes and service reductions.
- **The MARTA Act** passed the Georgia General Assembly in 1965 and provides the enabling legislation for MARTA to plan, build, operate, and maintain transit service within its partner jurisdictions. It establishes requirements for public hearings and for Board of Directors approval of service changes.
- **The Americans with Disabilities Act of 1990** establishes the provision of accessible equipment, vehicles, and facilities on the part of transportation providers, both private and public. The ADA requires the provision of complementary paratransit service for individuals unable to use fixed-route transportation systems.

MARTA Board Requirements

As required by the Urban Mass Transportation Act and the MARTA Act, the following potential service changes must first receive a public hearing process to consider public input before the MARTA Board makes final decisions fully:

- **Changes in fare Policy.**
- **Implementation of new service** (including new service modes, new route numbers, or new vehicle types).
- **A substantial geographical alteration**, such as the addition or deletion of more than one and one-half (1 ½) directional miles on a given route (¾ of a mile in each direction).
- **Major route modification**, which causes a 25% or greater change in the number of daily scheduled bus trips provided.
- **The establishment of a new bus route** to include the initial service alignment and headway parameters for that route.
- **The discontinuation of any bus service** not under the demonstration project status.

MARTA Guidance

In addition to the federal and state requirements that guide MARTA's Service Standards, the Authority documents and policies identified below inform MARTA's Service Standards, Service Design Guidelines, and the service change process.

- **Mobility Rider's Guide** – The MARTA Mobility Rider's Guide identifies the categories of eligibility for Mobility services, including the process for enrolling and scheduling trips.
- **Key Performance Indicators (KPIs)** – MARTA uses its Key Performance Indicators to provide customers and stakeholders with an available dashboard describing MARTA's goals for transit service, customer service, facilities, safety, and finance. Along with each goal, MARTA indicates current performance on the KPI dashboard, available online at itsmarta.com/kpihome.aspx.
- **Other MARTA Policies** – Other MARTA policies, like MARTA's "Large Scale or Special Event Policy," provide guidance for the service considerations when large events or weather conditions may impact service and ridership. The policies describe how service may be adjusted with detours, additional service, or extensions of service.

1.2 Service Overview

Over 50 years ago, voters approved MARTA to operate the region's core bus and rail system. MARTA bus service began in February of 1972, and rail opened within the decade.

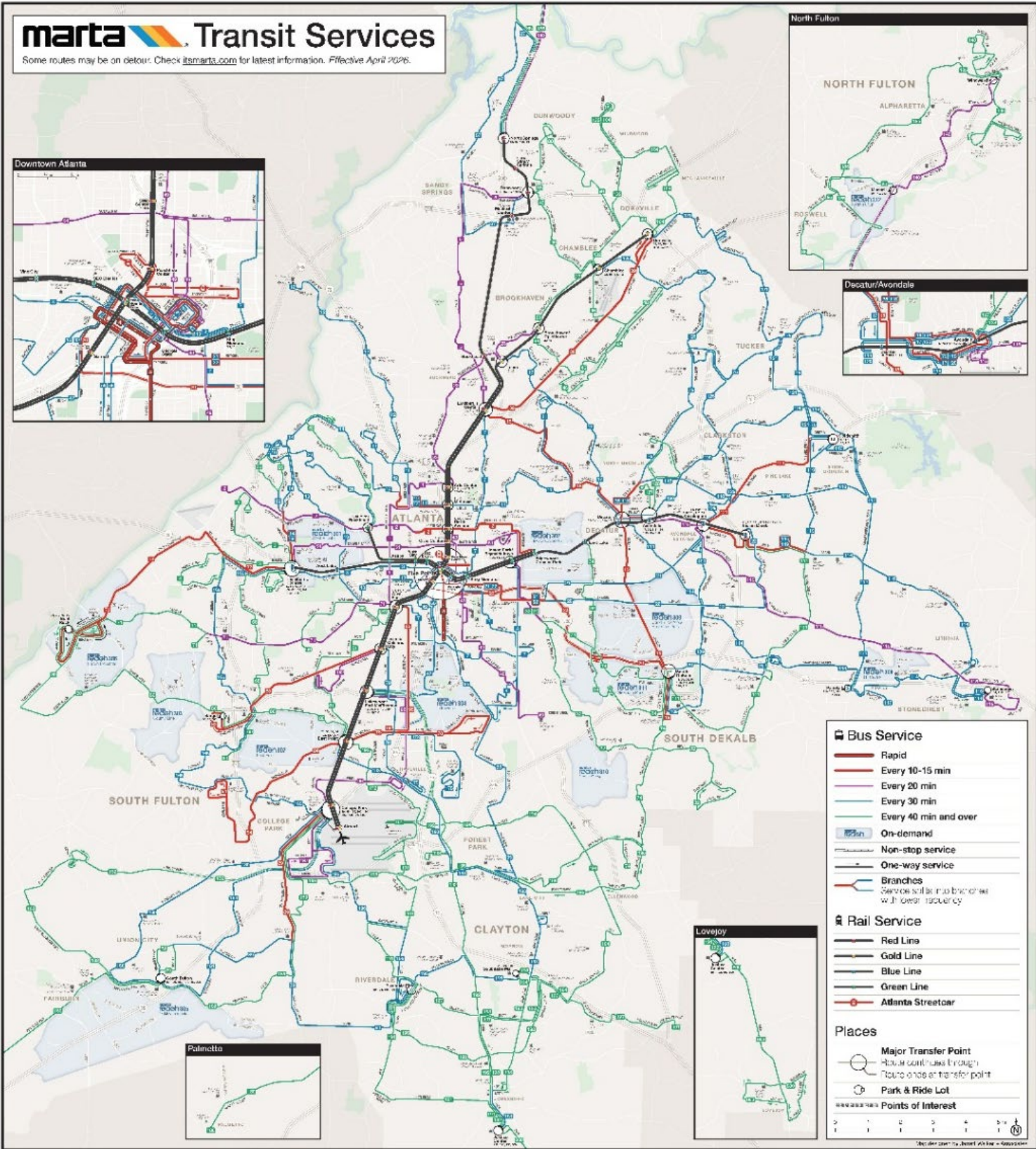
Service Area

MARTA's service area encompasses Fulton, DeKalb, and Clayton Counties, and the City of Atlanta. Within these member jurisdictions, MARTA provides Bus, Heavy Rail, Streetcar, and Mobility Services, making it home to one of the 10 largest heavy-rail transit systems in the United States.

In addition to operating 48 miles of heavy rail and 38 rail stations, MARTA assumed ownership of the Downtown Streetcar in 2018. MARTA's fleet of buses serves 81 routes. 12 MARTA Reach zones offer on-demand service, and MARTA Mobility paratransit service provides more than 700,000 rides per year. The Authority's parking garages and lots comprise 25,000 spaces.



MARTA Service Area



Service Mode Definitions

To meet the diverse needs of its customers, MARTA offers six modes of service designed to deliver equitable transit across its service area.



Heavy Rail

Heavy Rail service consists of four lines using fully separated right-of-way, providing access to 38 stations throughout the service day. Heavy Rail stations feature train arrival information, system maps, wayfinding, trash receptacles, and ADA-accessible level-boarding platforms.



Streetcar

Streetcar service was added to MARTA's fleet in 2018, providing frequent service to 12 stations along the Streetcar's downtown loop. Streetcar stations feature system maps and passenger information, fare vending machines, level-boarding platforms, and ADA-accessible ramps.



MARTA Rapid

MARTA Rapid service is a new high-capacity service mode that operates bus rapid transit on bus-only lanes. MARTA Rapid stations feature state-of-the-art conveniences such as real-time arrival information displays, off-board fare collection, and improvements in pedestrian safety.



Local Bus

Local Bus is MARTA's fixed-route bus service, consisting of a frequent bus network and standard bus service. The frequent bus network operates routes on consistent, high-frequency schedules, serving areas with high transit demand. MARTA's standard bus service comprises the majority of routes, providing access to residential and commercial areas with transit demand that does not require frequent service.



MARTA Reach

MARTA Reach is a new on-demand curb-to-curb service operating in 12 zones across the MARTA service area. Customers in these zones can use the MARTA Reach app or telephone to request an origin-to-destination ride within a zone.



MARTA Mobility

MARTA Mobility is MARTA's complementary paratransit service that provides origin-to-destination shuttle service for eligible MARTA customers.



2. Service Change Process

2.1 Service Change Guiding Principles

2.2 Service Change Process

2.3 Service Evaluation Process

2.4 Guidelines for Major Service Reductions

2.5 The Importance of Public Input





What is MARTA's Service Change Process?

MARTA conducts service changes up to three times a year. Service changes reflect a continuous, thorough process that includes staff analysis, public outreach and hearings, and adoption by the MARTA Board. Before the Board adopts any proposed major changes, MARTA conducts outreach to customers at stations, conducts and attends community meetings, and holds public hearings. Occasionally, MARTA undertakes more comprehensive service change projects that redesign large portions or the majority of the network. These projects may have equal or more robust public input periods. Information about proposed changes is advertised in local newspapers and posted on buses, at stations, and on MARTA's website: <https://www.itsmarta.com/public-hearings-meetings.aspx>.

Why does MARTA conduct Service Changes?

The purpose of the service change process is to deliver service that meets customer demand and to address service that could be performed more efficiently. Due to residential and commercial growth and development within MARTA's service area, ridership patterns continue to change. For that reason, MARTA continuously collects data on how customers use transit services and where they need to go, and adapts service accordingly.

How can MARTA riders inform the process?

The MARTA service change process graphic on pages 11-12 ([Section 2.2: Service Change Process](#)) outlines opportunities for customers to be involved and share input about service changes in person and online. During each service change period, MARTA posts information online, on buses, at stations and stops about proposed changes. Customers can provide input about service changes via in-person hearings, online surveys, and through formal requests at [itsmarta.com](https://www.itsmarta.com).

NextGen Bus Network

Since the start of bus service in 1972, MARTA's network has evolved to accommodate regional growth and development. Due to changing travel and development patterns and declining ridership, MARTA developed and launched the NextGen Bus Network on April 18th, 2026. The new network provides more frequent service, more efficient routing, and incorporates Rapid and Reach services alongside traditional fixed-route buses.

2.1 Service Change Guiding Principles

The following principles guide MARTA’s service change process:

1. Maximize Ridership

MARTA will evaluate ridership across the system to retain riders and identify growth opportunities. Potential new service is considered with respect to its impact on existing riders and its ability to attract new riders.

2. Maintain Service Equity

MARTA complies with all Title VI and Environmental Justice requirements. Proposed service changes are evaluated for potential impacts to low-income and minority populations.

MARTA adheres to requirements detailed in FTA Circular 4702.1B: routes with at least one-third (1/3) of its total mileage in census tracts that exceed the service area’s average percentage of minority or low-income population are considered minority or low-income routes. To the extent feasible, MARTA will strive to balance the impacts of service changes between its member jurisdictions.

3. Minimize Impacts on MARTA Mobility Service

Complementary paratransit service (MARTA Mobility) must be considered to ensure compliance with the Americans with Disabilities Act (ADA).

4. Improve Network Connectivity

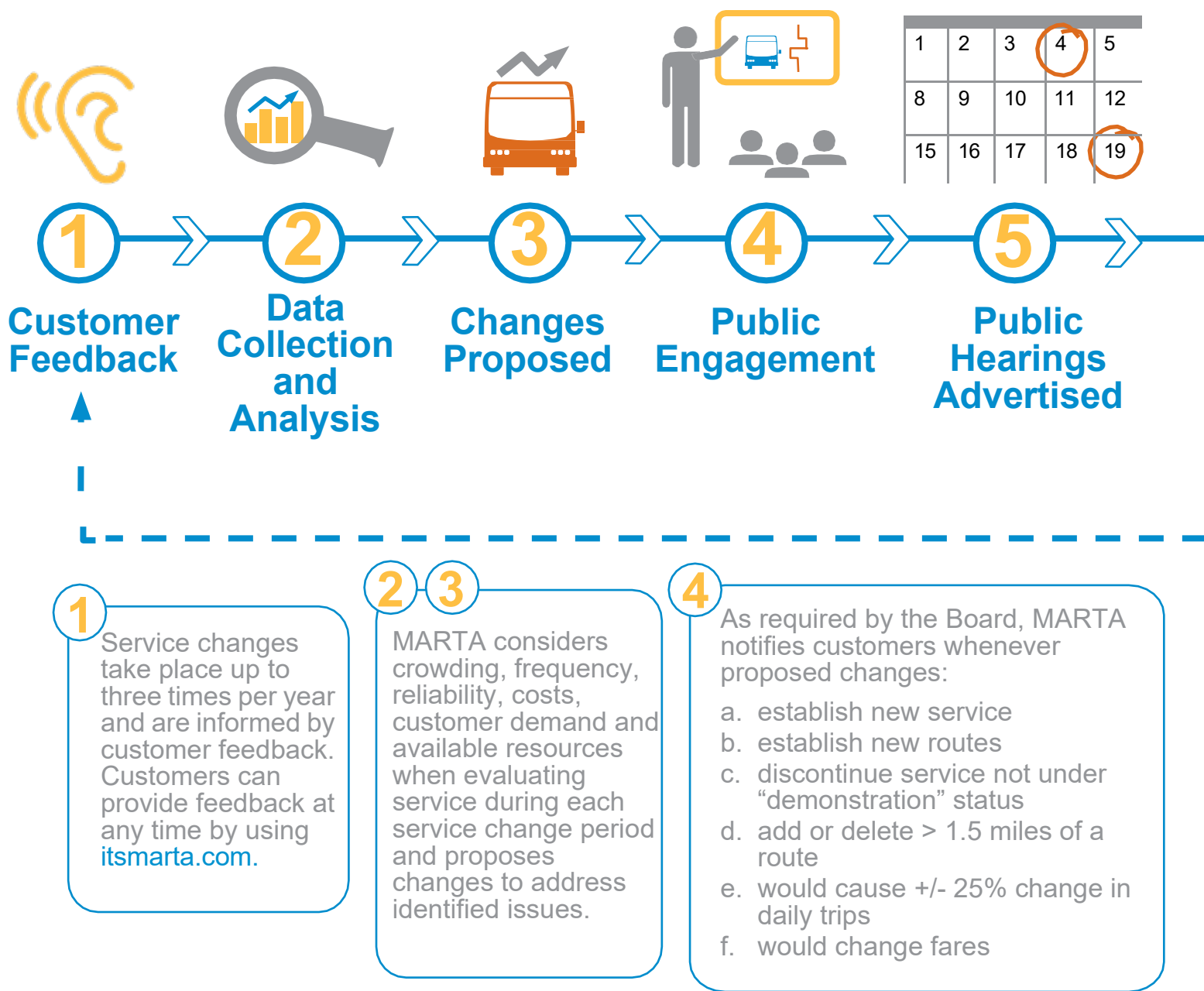
Service change decisions will be considered for their impacts to the network as a whole. Potential new services may be considered for opportunities to provide needed connections to existing MARTA service or to regional transit providers.

5. Improve Productivity and Performance Across the System

MARTA’s Service Standards provide relevant benchmarks that enable evaluation of routes across MARTA’s system. Within the service change process, routes will be evaluated according to both the mode standard and the average for routes within that mode. Among other factors, service changes take into account route productivity and performance to ensure that MARTA continues to deliver service that is productive, efficient, and financially sustainable.

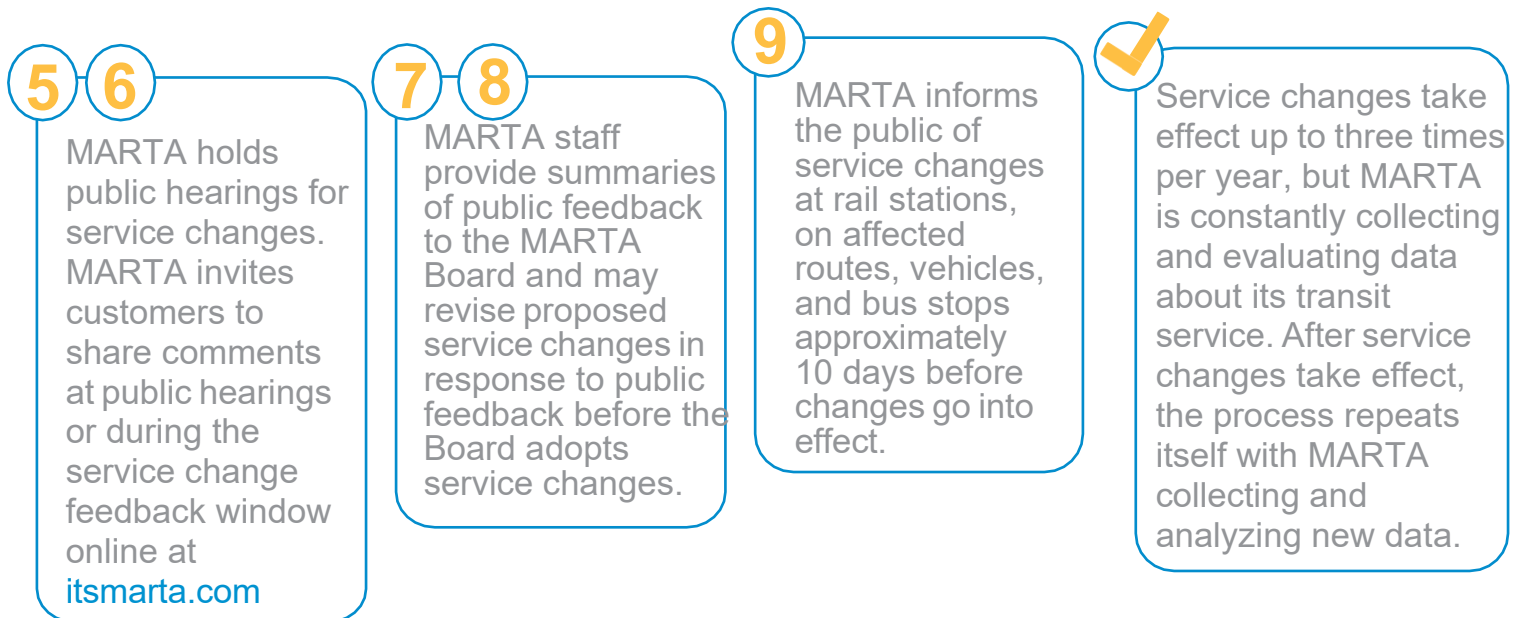
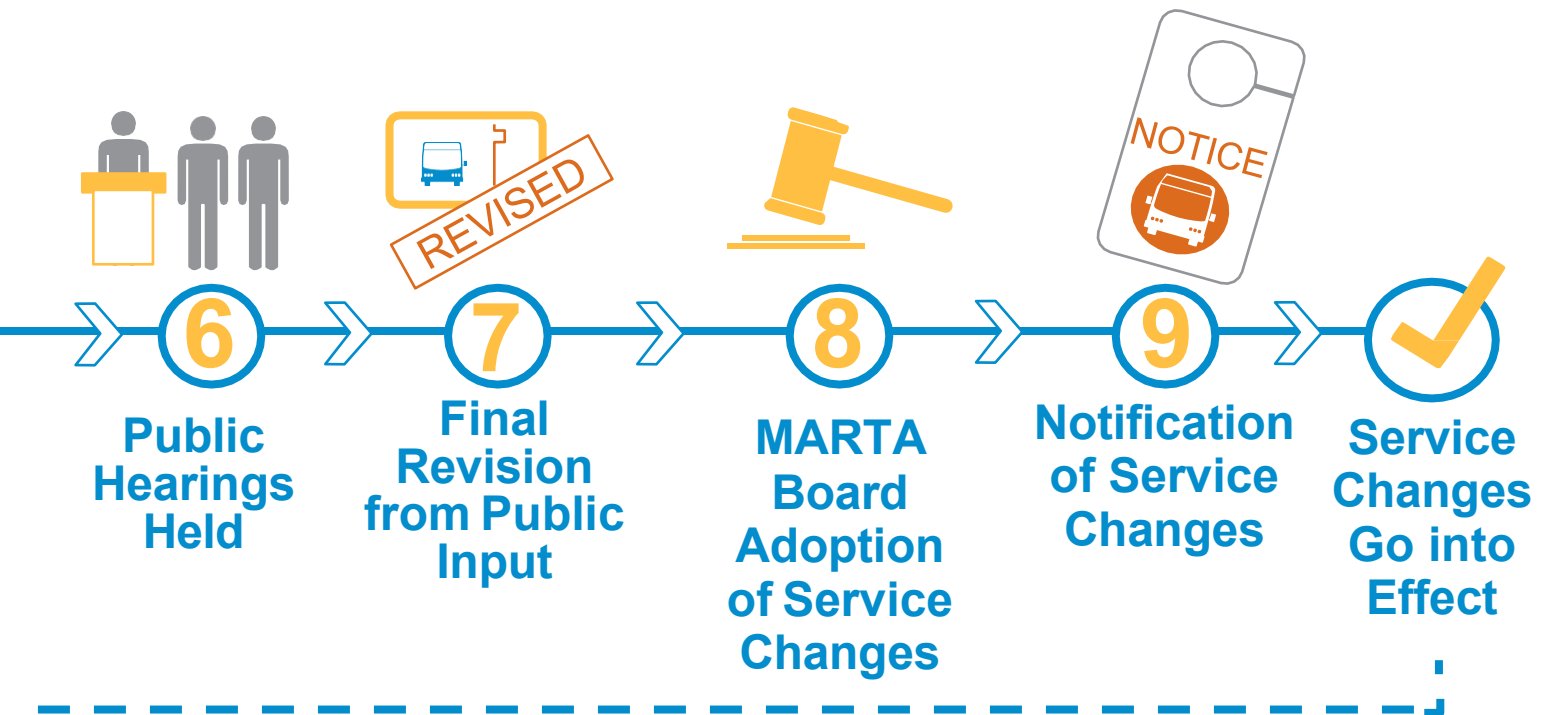
2.2 Service Change Process

MARTA service changes occur up to three times per year, and the entire process, including data collection and analysis, takes approximately eight months. During the first four months of the process, MARTA collects and analyzes data to develop proposed service changes. Over the next four months, MARTA begins a new round of data collection and analysis as it presents proposed changes to the public and the MARTA Board for comment and hearings. Proposed changes go into effect after public hearing and Board adoption. Following Board adoption, customers are notified of service changes approximately one to two weeks before they take effect.



The graphics below provide an overview of the steps included in the service change process. Customers can submit comments about service changes or requests at any time via <https://itsmarta.com/tplectrmcontact-v2.aspx>. Customer demand provides useful data for MARTA staff during the data collection and analysis steps of the process.

Customers are also encouraged to provide feedback to MARTA staff during public engagement and public hearings. Summaries of public engagement events and feedback received are presented to the MARTA Board.



2.3 Service Evaluation Process

Existing Service Evaluation Process

As shown in the service change process, MARTA collects and analyzes data to inform proposed service changes. In addition to proposing changes based on an evaluation of current performance, the availability of funding, operators, and vehicles must also be taken into consideration.

1. Determine Available Funding

Within the service change process, changes are proposed as funding dictates. Limited funding may require reducing service on routes that fall below MARTA Service Standards and mode averages. Available funding may allow MARTA to provide additional service.

2. Determine Availability of Required Resources

A proposed expansion of service may require additional resources, such as vehicles, physical capacity at stops and stations, and staff. Service changes that include additional service may be proposed as resources allow.

3. Determine Proposed Changes Through Service Evaluation

MARTA's Service Standards ([Chapter 4: Service Standards](#)) for each mode are used to identify potential changes for MARTA's routes and services. Each route is compared with both the mode's adopted standard and the mode average. **MARTA develops and considers service changes for any route that performs more than 50% above or below the mode average during two consecutive service change periods.**

Potential New Service Evaluation Process

As with evaluating existing service, potential new service is not proposed without identified funding and resources. In addition, the new service must have established public support. Instead of performance data, a potential new service must also meet defined service warrants to ensure MARTA Service Standards are met, and resources are used efficiently. To maintain efficient, financially sustainable service, new services should show consistent ridership growth after implementation and perform at 50% of the mode average or above.

1. Establish Community Support

Community support for new service can be established in several ways:

- Through a public planning process
- From recommendations of MARTA Board Members
- From public input shared at itsmarta.com/comments.aspx

2. Determine Available Funding and Resources

Proposed service changes or new services must have the necessary funds budgeted and personnel resources available, as identified in the Fiscal Year Work Plan, for the operation of the service.

3. Satisfy Service Warrants

MARTA uses three service warrants to help determine how well potential service might perform: potential demand, mobility need, and connectivity. For potential service under consideration, each corridor is evaluated to ensure that new service is projected to show consistent ridership growth and **perform at 50% of the mode average or above**. Potential new service must satisfy two of the following service warrants before being proposed during the service change process.

a) Potential Demand

Potential demand is determined using residential and job density within a quarter-mile (1/4-mile) of the proposed corridor.

b) Mobility Needs

To determine the potential need for service within a corridor, MARTA considers an area's transit-dependent population. For an area to meet this warrant, the potential route must serve an area where the percentage of low-income households or the percentage of households without access to a personal vehicle exceeds the service area average. Other populations such as seniors, students, children, and customers with mobility needs should be considered when evaluating a potential route's projected performance.

c) Connectivity

New service should increase the overall effectiveness of MARTA's transit network without duplicating existing service. To meet this warrant, new service should connect to existing bus, Streetcar, or Heavy Rail service.

4. Making New Service Permanent

The new service may be subject to a one-year trial period, after which an evaluation will determine whether it should be assigned permanent status. Service evaluation will determine if the new service meets MARTA's Service Standards and service mode averages before recommending Board action to make the service permanent.

5. Demonstration Projects

New and innovative services which receive public input may be designated by the MARTA Board as demonstration projects, lasting up to one year. Evaluation of demonstration projects will take place monthly for the first three months of service. For the remainder of the demonstration period, service evaluation will take place up to three times per year alongside MARTA's regular service change process. During the one-year demonstration period, the MARTA Board may choose to change the service after notifying the existing passenger base.

2.4 Guidelines for Major Service Reduction

In times of national or regional economic distress, MARTA may respond with cost reduction and/or revenue-generating actions that may include the following alternatives:

- Implement internal productivity and cost reduction process
- Seek new revenue sources.
- Consider fare increases.
- Conduct service adjustments or reduce service as needed.

Depending on the severity of the fiscal situation, a significant reduction of service may be required to align service with expected revenues. MARTA will evaluate existing service and propose service changes following processes outlined in this chapter.

1. Prioritization

To the extent feasible, Heavy Rail and MARTA Rapid service will be preserved, along with routes connecting to major job centers, hospitals, and government facilities.

In compliance with the Americans with Disabilities Act (ADA), Title VI, and the Guiding Principles of this chapter, MARTA will consider the impact of service reductions on MARTA Mobility service and routes serving protected populations of low-income and minority residents (as described in FTA Circular 4702.1B).

For other service modes, MARTA will tailor service to the hours of critical and high-demand locations, prioritizing span of service over service frequency.

2. Approval

As with all other service changes, the process to approve major service reductions follows the steps below:

- Brief MARTA Board on the extent of proposed service reductions.
- Hold public hearings and community exchanges.
- Present final service changes for Board approval based on analysis and public comment.
- Implement service changes until MARTA's financial condition allows for full or partial restoration of service.



2.5 The Importance of Public Input

MARTA values customer feedback and seeks input from riders throughout the service change process. Feedback received during the service change process is forwarded to MARTA staff, who consider it and often respond directly to customers.

Feedback received at public hearings is summarized by MARTA staff and presented to the MARTA Board so that Board Members can consider customer feedback when making decisions about service changes. Customer feedback may be used to revise service changes before Board adoption.



MARTA relies upon customer feedback

MARTA staff and the Board of Directors depend upon customer feedback to inform the service change process. MARTA customers can be sure their opinions are heard when providing feedback in person, on surveys, by phone at (404) 848-5000 or TTY (404) 848-5665 online at itsmarta.com/comments.aspx.



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3. Service Design Guidelines

3.1 Direct Route Design

3.2 Simple and Consistent Route Design

3.3 Symmetrical Route Design

3.4 Coordinated Schedules

3.5 Equitably distributed Vehicles

3.6 Consistent Stop Spacing

3.7 Transit Amenities

3.8 Transit Access

3.9 Clean Stations and Vehicles





What are Service Design Guidelines?

MARTA's Service Design Guidelines are general principles that guide MARTA service planning as new routes are developed and existing routes are adjusted. While these design guidelines apply more often to bus routes, as they are more flexible than rail services, they serve as overarching goals for guiding new service development and planning. These high-level conceptual design guidelines shape how MARTA staff plan and implement service changes.

Because the design guidelines are not rigid standards, they provide flexibility as funding and context allow.

How are they different from Service Standards?

MARTA's Service Standards (as described in [Chapter 4: Service Standards](#)) offer fixed targets for transit service that, if unmet, may result in service changes. Unlike Service Design Guidelines, which mainly apply to bus service, Service Standards set targets for all of MARTA's service modes to monitor performance once implemented.

The following Service Design Guidelines provide flexible guidance for revising existing route design as well as designing new routes.

3.1 Direct Route Design

MARTA strives to design direct routes. Bus service that operates along direct, linear routes allows passengers to complete their trip without deviating to a rail station or transit hub.

MARTA strives to minimize deviations from major corridors onto side streets or neighborhood streets. While route deviations can provide convenience for some passengers, they increase the travel time for passengers not served by the deviation. Deviations may be warranted when they serve high passenger volumes.

Where feasible, bus routes should operate in straight lines and minimize turning movements, which can be significant sources of delay unless they are positioned to serve activity centers and dense residential areas.

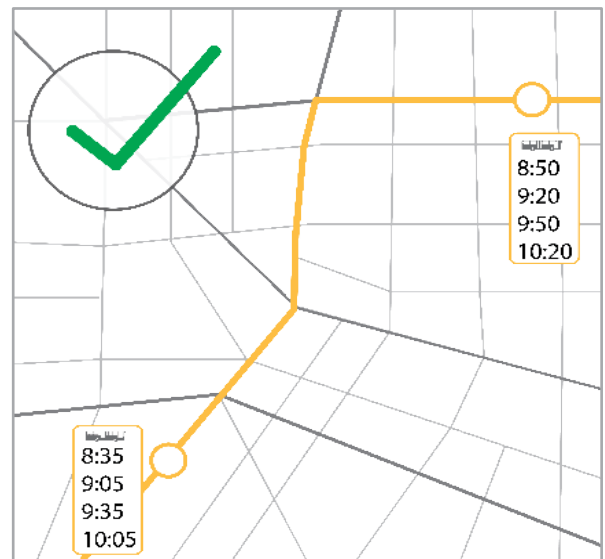
In developing its route designs, MARTA balances service designed for speed and reliability with providing convenient access to transit.



3.2 Simple and Consistent Route Design

MARTA strives to design routes that are simple and consistent. Simple, consistent routes are a key factor in the success of MARTA's overall network. For customers to use MARTA's service, they must understand where it goes and how often it runs.

As much as feasible, bus routes should use major arterial streets with good pedestrian connectivity, and serve major destinations and activity centers.

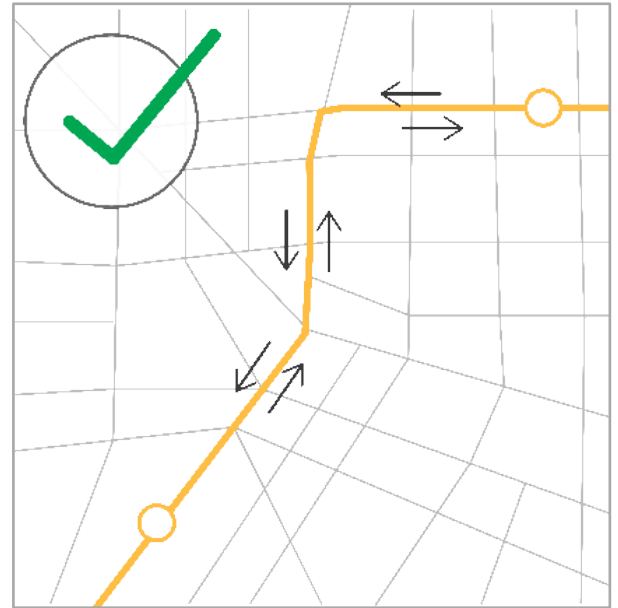


3.3 Symmetrical Route Design

MARTA strives to design routes that are symmetrical and easy to understand. To ensure bus routes are predictable and easy to understand, both directions of a route should use the same alignment, making it easier for riders to plan return trips.

When routes operate on one-way streets, trips in the opposite direction should use a parallel alignment on an adjacent street.

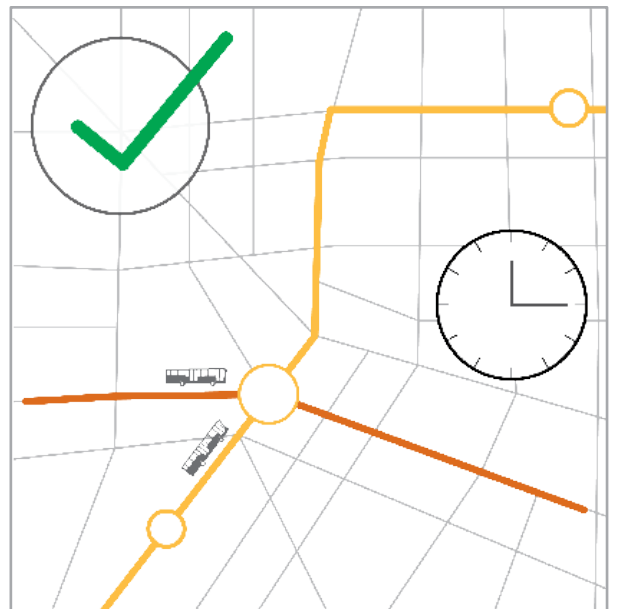
Some routes may feature loops, which are common at the end of the line to provide a convenient turnaround for buses and increase access to neighborhoods at the end of a line. When implementing loops, it is important to consider the land uses and length of the loop to reduce potentially long rides that may warrant additional bi-directional service.



3.4 Coordinated Schedules

MARTA strives to coordinate route schedules to provide convenient, efficient service. Schedules should be coordinated with other MARTA routes, including train schedules, where possible. In addition to providing connections to MARTA rail stations wherever possible, MARTA strives to coordinate with regional transit service providers like Xpress, CobbLinc, Connect Douglas, and Ride Gwinnett. Bus routes should be scheduled to allow riders to make connections, especially for last trips of the day.

To the extent possible, MARTA will coordinate overlapping routes to create combined, coordinated service.

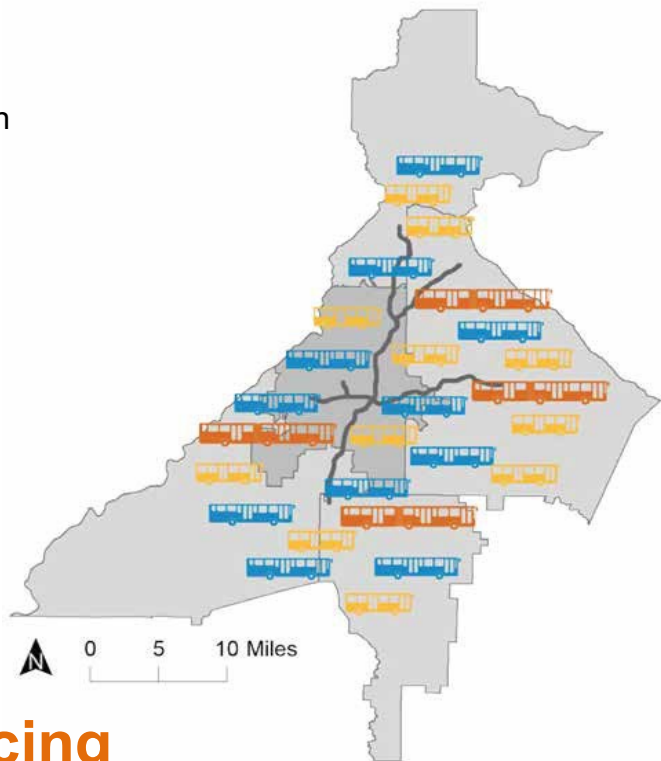


3.5 Equitably Distributed Vehicles

MARTA vehicles shall be distributed equitably throughout the service area. MARTA assigns buses daily to ensure a fair and equitable distribution of vehicles across the service area with respect to vehicle age, size, amenities, and fuel type.

MARTA assigns vehicles by route based on ridership, demand, road type along routes, and service mode characteristics to provide efficient, reliable service.

Vehicles are distributed evenly across the service area based on age and fuel type (diesel, compressed natural gas). Routes with consistently higher ridership are served by larger vehicles, when available.

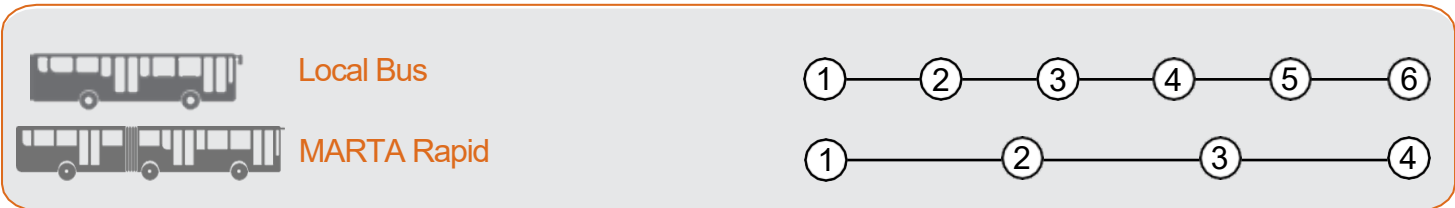


3.6 Consistent Stop Spacing

MARTA strives to provide consistent bus stop spacing. Stop spacing, the distance between consecutive transit stops, is an important aspect of service. The amount of time buses spend at stops—loading and unloading passengers—can greatly increase passengers’ overall travel time.

While closely spaced bus stops can increase access to bus service, they also require more frequent stopping. In general, the more scheduled stops a bus makes, the lower its operating speed and service reliability.

Stop location also accounts for the level of development along a route’s alignment, and stop spacing may vary across segments of a single route. Stop spacing is generally closer together in higher-density areas and farther apart in lower-density areas.



3.7 Transit Amenities

Transit amenities shall be provided equitably throughout the service area. Transit amenities are the features available to passengers on MARTA vehicles, and at the Authority's more than 9,000 bus stops, 12 Streetcar stations, and 38 Heavy Rail stations. Amenities vary by station type and vehicle mode, and are described in further detail below.

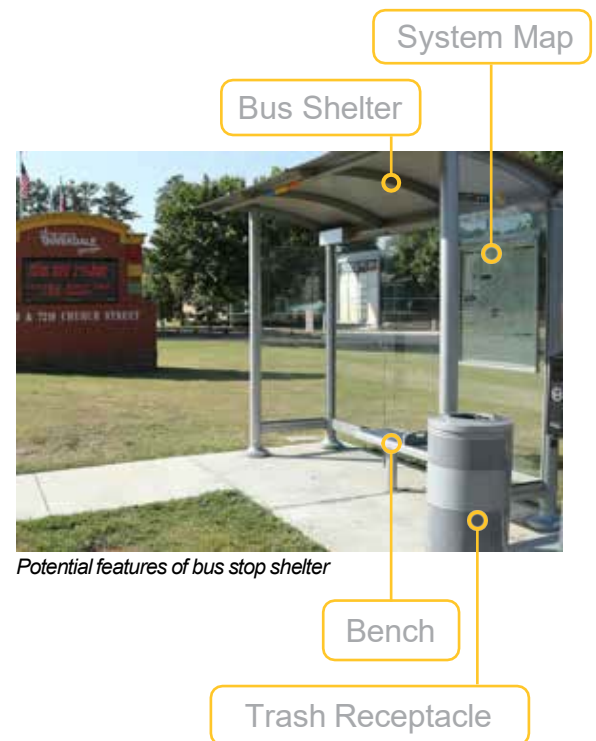
Local Bus

Stop Amenities

At a minimum, all MARTA bus stops are marked with a MARTA bus stop sign, along with customer service contact information and bus schedules. Bus stop locations that meet specific criteria may be prioritized for installation of amenities such as benches or shelters.

Riders can provide input for shelter placement by contacting Customer Service at itsmarta.com. MARTA will review shelter placement to ensure equitable distribution throughout the service area. In addition to equity, MARTA prioritizes shelter placement by considering the following factors for urban, suburban, and rural areas:

- Ridership
- Span of Service
- Trip Frequency
- Title VI Compliance
- Local land use¹



Potential features of bus stop shelter

¹ Local land use considerations take into account proximity to facilities such as senior centers, hospitals, government offices, etc.

In addition to meeting the prioritization criteria identified above, proposed bench and shelter locations must meet the following conditions determined by site evaluation:

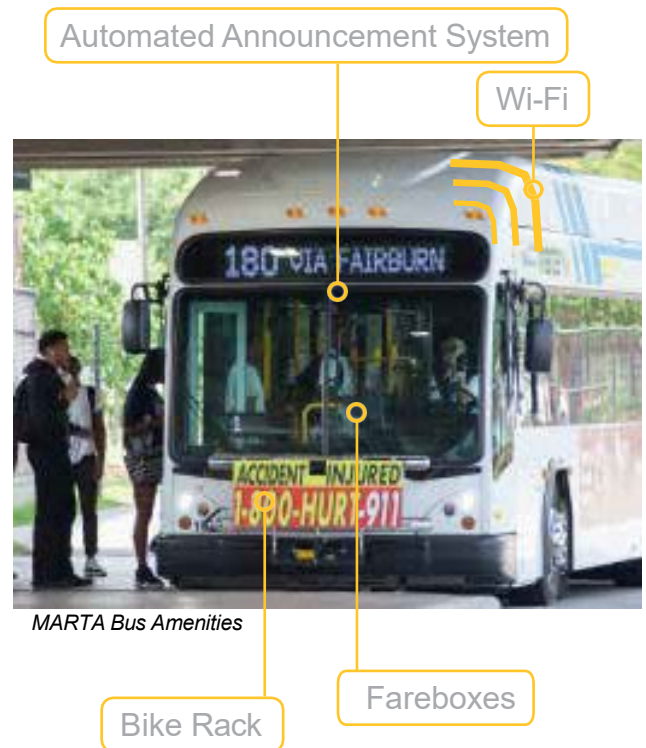
- Be able to accommodate a concrete pad.
- Be ADA-compliant and wheelchair accessible.
- Not be next to a guardrail, barrier, or fire hydrant.
- Not block vehicular traffic.
- Comply with all other requirements determined by the local jurisdiction, including local ordinances and design guidelines.

Following a site evaluation, a survey, site drawings, and permit applications are completed for each location and submitted to the appropriate jurisdiction for approval.

Vehicle Amenities

All buses include the following amenities:

- **Bike Racks** – Buses are equipped with fold-down bike racks on the front of the vehicle which can accommodate two bikes.
- **Fareboxes** – Bus fareboxes can process cash, electronic Breeze Cards, bank cards, and mobile wallets.
- **Automated Announcement System** – All buses announce the route and stop/intersection using Automated Vehicle Location (AVL) equipment.
- **Wi-Fi** – All vehicles are equipped with free Wi-Fi.
- **Trash receptacles** – Trash receptacles are available on all buses.



MARTA Bus Amenities

MARTA Rapid

Station Amenities

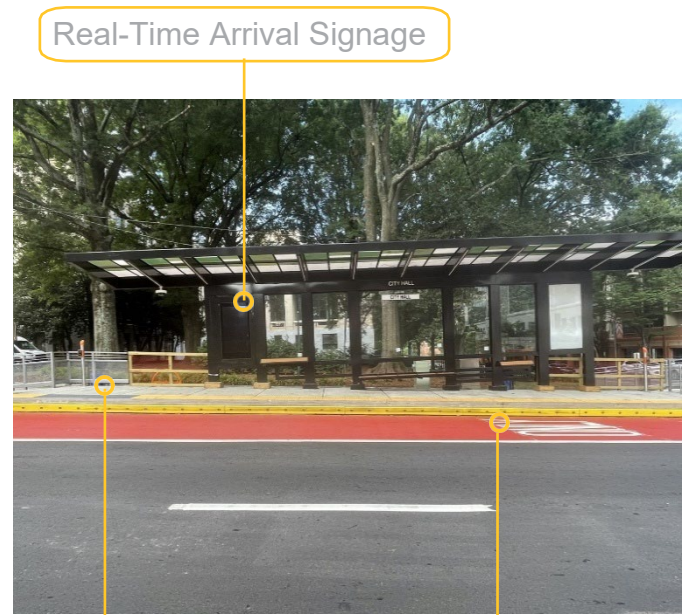
In addition to premium shelters, all MARTA Rapid stations include the following amenities:

- **Real-Time Arrival Signage**– MARTA Rapid stations are equipped with digital displays providing information such as upcoming bus arrival times, route maps, and first/last-mile connections.
- **Ticket Vending Machines** – Stations feature off-board fare collection that can be paid in advance using a digital wallet, debit/credit card, or Breeze Card.
- **Level Boarding Platform** – Allowing level access between MARTA Rapid buses and station platforms.
- **ADA-Accessible Features** – All MARTA Rapid stations are constructed with ADA-accessible ramps between the platform and the station, clear boarding zones, and detectable warning surfaces.

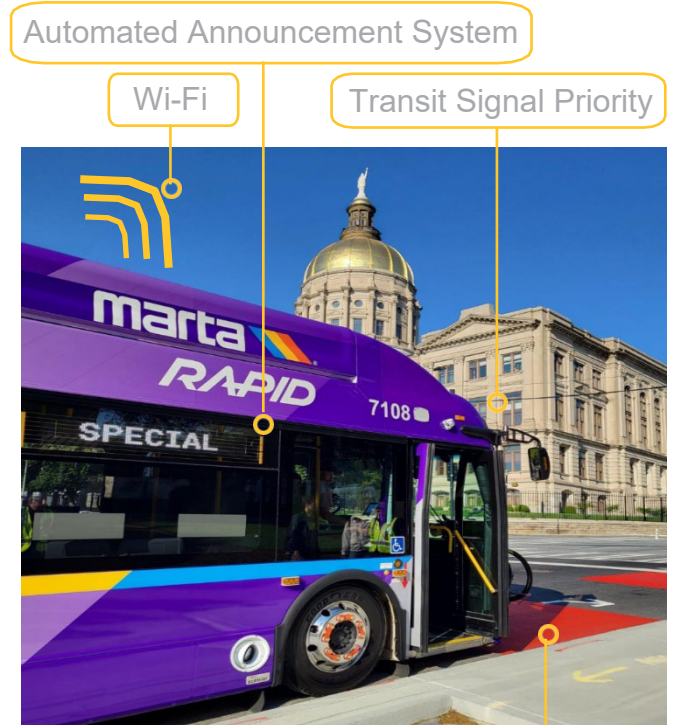
Vehicle Amenities

MARTA Rapid operates on dedicated bus-only lanes, using buses that are equipped with the following amenities:

- **Automated Announcement Systems** – In compliance with ADA, all vehicles are equipped with audio and visual announcements identifying the route and stop/intersection.
- **Wi-Fi** – All buses are equipped with free Wi-Fi.
- **Transit Signal Priority (TSP)** – Enables buses to communicate with signalized intersections to reduce red-light delays.



MARTA Rapid Station Amenities



MARTA Rapid Bus Amenities

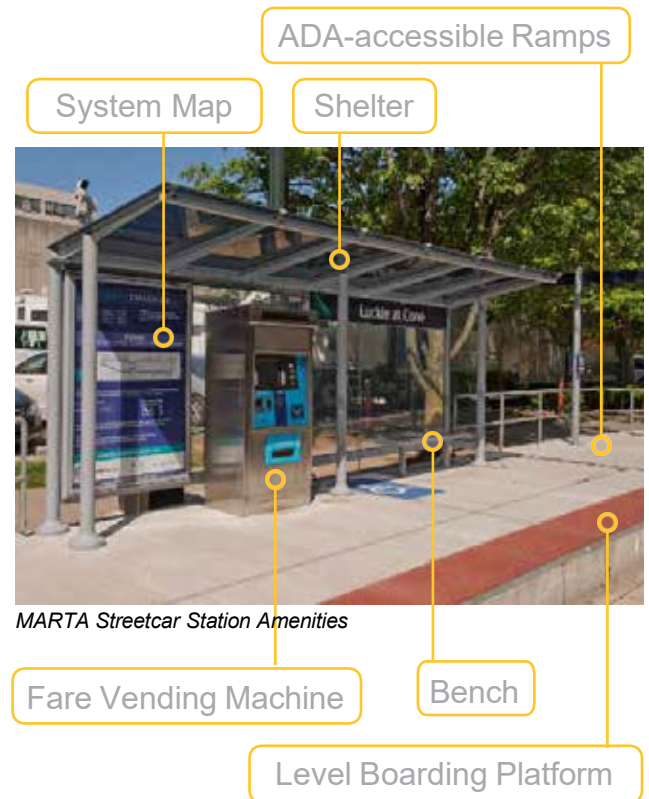


Streetcar

Station Amenities

In addition to shelters and benches, all Streetcar stations include the following amenities:

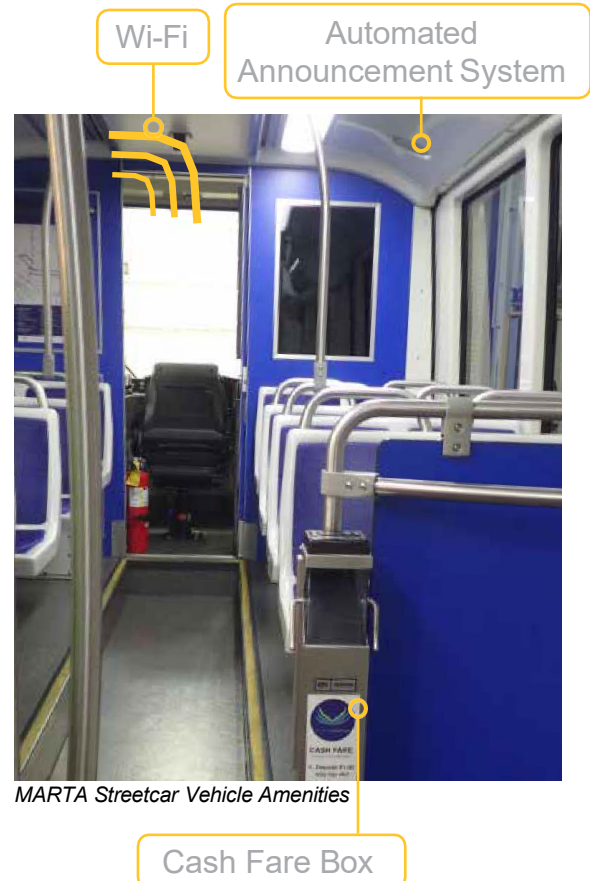
- **System Map and Passenger Information** – Including information about nearby attractions and connections to Heavy Rail stations.
- **Fare Vending Machine** – Streetcar fares may be paid in advance using debit cards, credit cards, or Breeze Cards with stored value.
- **Level Boarding Platform** – Allowing level access between the Streetcar vehicle and station platforms.
- **ADA-Accessible Ramps and Waiting Area** – All Streetcar stations were constructed with ADA-accessible ramps between the platform and the station.



Vehicle Amenities

All Streetcar vehicles are equipped with the following:

- **Cash Fare Boxes** – Streetcar vehicles do not currently accept Breeze Cards and have cash fare boxes on board to collect fares.
- **Automated Announcement Systems** – In compliance with ADA, all vehicles are equipped with audio and visual announcements identifying the route and stop/intersection.
- **Wi-Fi** – All vehicles are equipped with free Wi-Fi.



Heavy Rail

Station Amenities

In addition to Breeze Card vending machines, emergency phones, seating areas with benches and trash receptacles, all rail stations are equipped with the following amenities:

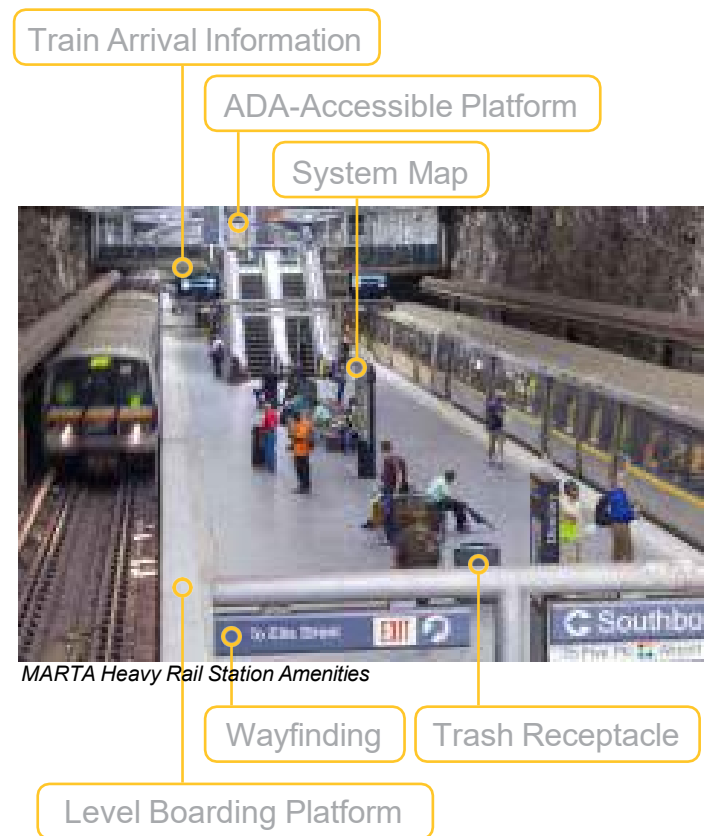
- **Train Arrival Information** – Electronic displays providing estimated train arrival times.
- **System Map and Passenger Information** – Along with system maps, Heavy Rail stations include bus schedule information for routes serving the station.
- **Level Boarding Platforms** – Allowing level access between trains and station platforms.
- **ADA-Accessible Platforms** – Including elevators and escalators facilitating access for customers using wheelchairs or mobility devices.
- **Wayfinding** – Identifying street-level exits and directions to access nearby destinations.
- **Modern Faregates** – Upgraded faregates offer contactless payment; simply tap a bank card, mobile wallet, or Breeze Card to enter rail stations.

All other amenities will be distributed equitably throughout the MARTA service area.

Vehicle Amenities

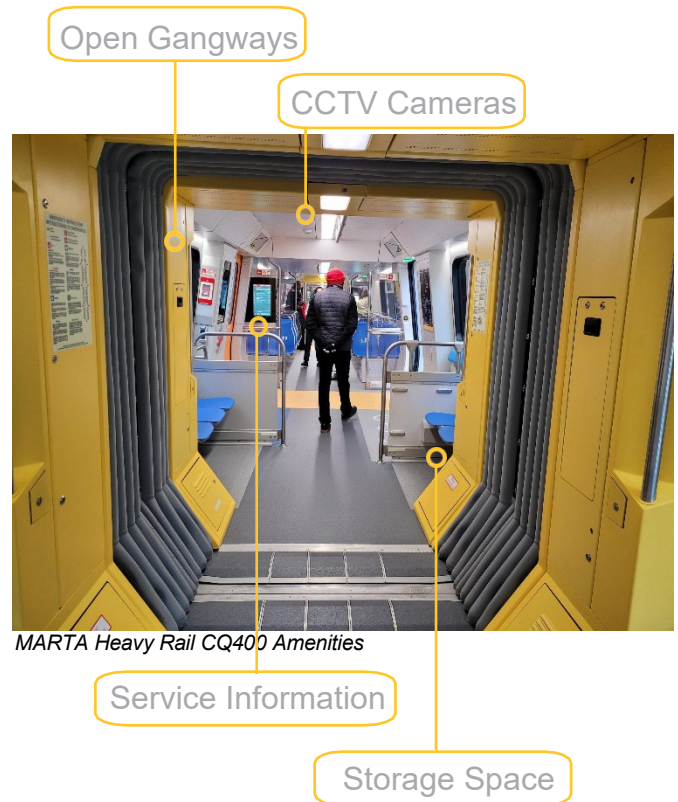
MARTA's legacy Heavy Rail vehicles are equipped with the following amenities:

- **Passenger Information** – In addition to announcements made through train audio systems, rail vehicles include displays featuring announcements, marketing information, and advertising.
- **Wi-Fi** – All trains are equipped with free Wi-Fi.



MARTA's new CQ400 Heavy Rail vehicles are equipped with the following amenities:

- **Open Gangways** – Allow passengers to move freely throughout the train and increase operator visibility.
- **Enhanced Safety** – All trains are equipped with updated CCTV cameras, microphones to alert operators of loud noises, and emergency call buttons.
- **Modern Technology** – Including charging stations, updated digital maps, color-coded LED lighting to enhance wayfinding, and computerized service information.
- **Storage Areas** – Trains feature storage space beneath seating and areas designated for large luggage to be stored.



MARTA Heavy Rail CQ400 Amenities

MARTA Reach

Vehicle Amenities

MARTA Reach is a new on-demand, curb-to-curb service in 12 zones across MARTA's service area that operates with small ADA-accessible vans. MARTA Reach vehicles are equipped with the following amenities:

- **Bike Racks** – Vehicles are equipped with a bike rack on the front of the vehicle, which can accommodate two bikes.
- **GPS Tracking** – Customers can track the location of the MARTA Reach vehicle using the mobile application.
- **ADA Accessible Boarding and Seating** – Vehicles are equipped with deployable ramps and secure accessible seating slots for customers using mobility devices.



MARTA Reach Vehicle Amenities

3.8 Transit Access

MARTA strives to provide equitable transit access throughout the service area. Transit access is the distance a person must travel to access MARTA's fixed-route service. This distance considers a customer's actual path of travel, considering the street network and the built environment, rather than a "straight-line distance."

Though MARTA does not own or maintain the city streets and state routes where vehicles operate, it coordinates with local jurisdictions to identify the infrastructure needed to accommodate MARTA customers. When planning routes, MARTA considers a street or corridor's accessibility when determining its suitability for transit service.

3.9 Clean Stations and Vehicles

MARTA strives to provide comfortable service by providing clean and well-maintained stations and vehicles. To ensure that MARTA customers have a safe and comfortable experience, MARTA cleans its 38 heavy rail stations, 300-plus train cars, and more than 550 buses throughout the day. Additionally, MARTA performs major (detailed) cleaning on buses every 4,500 miles (about every 3 weeks) and spot-cleans buses involved in service incidents that soil or contaminate equipment. All buses and rail stations are equipped with trash receptacles, which are cleaned daily.

Some MARTA bus stops also include trash receptacles, though trash collection and maintenance are typically the responsibility of MARTA's jurisdictional partners and local municipalities.

What is an accessible distance?

Bus Service is considered accessible within approximately a 1/4-mile pedestrian or wheelchair travel distance. Some geographical barriers may restrict access to MARTA service within a 1/4-mile.

MARTA Rapid Service is considered accessible within approximately a 1/2-mile pedestrian or wheelchair travel distance of any given MARTA Rapid station during all hours of service.

Streetcar Service is considered accessible within a 1/2-mile pedestrian or wheelchair travel distance of any given Streetcar station during all hours of service.

Heavy Rail Service is considered accessible within a 1/2-mile pedestrian or wheelchair travel distance of any given Heavy Rail station during all hours of service.



4. Service Standards

4.1 Hours of Service

4.2 Service Frequency

4.3 Service Capacity

4.4 On-Time Performance





What are Service Standards?

MARTA routinely evaluates the performance of its services using operating and ridership data. This informs the process for planning how best to use operational resources. MARTA uses Service Standards as thresholds when evaluating service. For each standard below, MARTA uses relevant data to evaluate its various services:

- Hours of Service
- Service Frequency
- Service Capacity
- On-time Performance

The Service Standards provide customers with clear expectations for MARTA service. They also explain how MARTA considers service changes.

This chapter includes standards for bus and rail modes. In March 2026, MARTA introduced Reach, its first on-demand service, which operates in 12 zones across the system. Standards for Reach will be incorporated in the FY 2028 revision of the Service Standards document.

This chapter provides more detail about each standard and how MARTA evaluates it. These evaluations may result in adjustments to service or schedules, or other actions to correct performance issues.

How are they different from Service Design Guidelines?

[Chapter 3: Service Design Guidelines](#) describes the general principles MARTA uses to inform service planning. As principles, the Service Design Guidelines include some degree of flexibility as funding and context allow. Unlike the Service Design Guidelines, MARTA's Service Standards include specific targets for service that MARTA strives to deliver. Standards are monitored, and if unmet over time, may result in service changes.

MARTA Service Standards Table

This table provides an overview of the Service Standards and Service Design Guidelines for each of MARTA's service modes. The table describes typical characteristics of each mode, which may vary from route to route.

 marta Service Modes		Typical Frequency (time between buses/trains)	Performance Targets % departures 0 min. early to 5 min. late
Rail Service	 Heavy Rail	10-15 minutes	95%
	 Streetcar	15 min. all day	Maintain 10-15 minute headways
Bus Service	 MARTA Rapid	12-15 minutes	90%
	 Arterial Rapid Transit	15-20 minutes	83%
	 Local Bus	Varies by demand	78.5%
On-Demand	 MARTA Reach	Scheduled trips for riders in MARTA reach zones	30-minute pickup window
Paratransit Service	 MARTA Mobility	Scheduled trips for eligible riders	30-minute pickup window

Typical Hours of Service	Typical Distance Between Stops	Seated Capacity *Per car - most trains feature 6 cars	Standing Capacity *Per car - most trains feature 6 cars
20 hours	1 mile 20 min. walk	 (64)	 (32)
15 hours	900 feet 5 min. walk	 (60)	 (30)
20 hours	1/3-1 mile 5-20 min. walk	 (54)	 (27)
20 hours	1/4-1/2mile 5-10 min. walk	 (37)	 (19)
20 hours	800-1200 feet 5 min. walk	 (37)	 (19)
18 hours	origin-to-destination service	 (7)	—
20 hours	origin-to-destination service	 (15)	—



4.1 Hours of Service

What is it?

Hours of Service are the hours each day that MARTA operates transit service. Hours of service are fundamental to making service available to customers. The more hours per week transit operates, the greater the variety of travel needs that can be accommodated on MARTA.

The Authority must balance the desire to provide a broad span of service with the need to control costs, so services may not operate during the hours of the week with the lowest travel demand. In addition, the hours when transit is not running provide a valuable opportunity to maintain vehicles and facilities. MARTA is still working, even when buses and trains are not running.

What can riders expect?

MARTA typically operates service seven days a week from at least 6:00 AM until midnight. MARTA may provide extended service into late-night or early-morning periods where demand exists. As shown in the graphic on the following page, some services operate longer hours than others. For example, most Heavy Rail service operates from approximately 4:30 AM to 2:00 AM on weekdays, while Streetcar operates from approximately 8:15 AM to 11:30 PM on weekdays.

The graphic below shows MARTA’s typical hours of service. Customers should check timetables for the first and last trip times on their route at <https://itsmarta.com/ride/routes> or in MARTA's new app.



Heavy Rail



Streetcar



MARTA Rapid



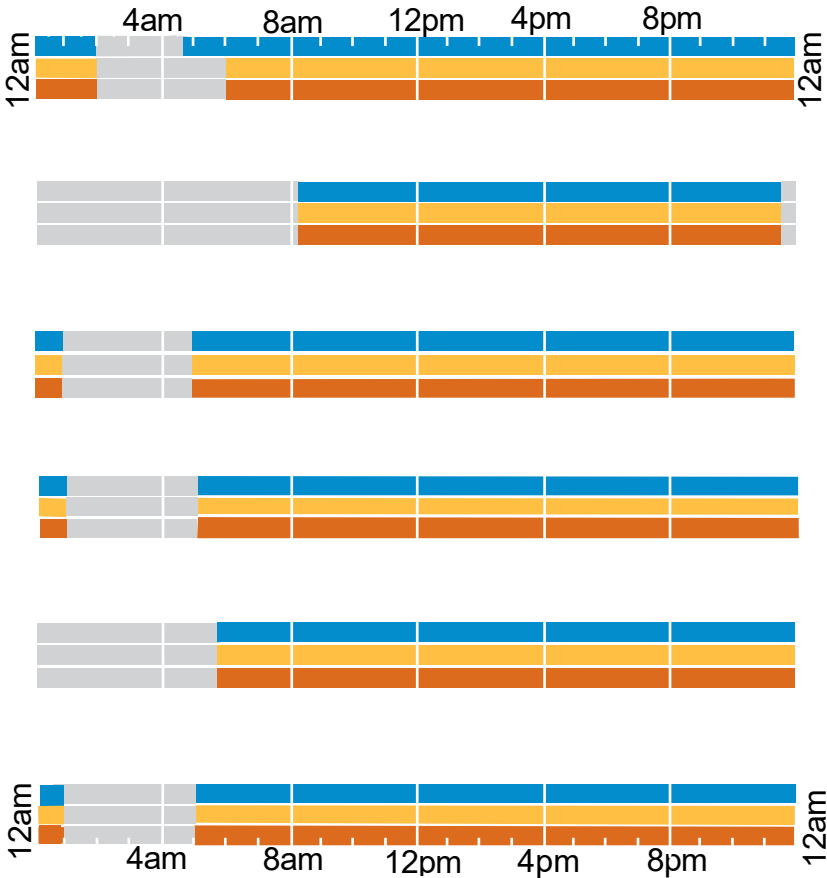
Local Bus



MARTA Reach



MARTA Mobility



How are Service Hours Evaluated?

MARTA can assess whether hours of service should be extended or shortened by analyzing ridership activity for each service’s first and last few trips.

Evaluation Process

1. Examine the minutes in-service and boardings for the entire mode by hour of service.
2. Determine the ratio of minutes in-service and boardings for the first/last trips on each service.
3. Compare first/last trips with the mode average. The corresponding return trip should also be taken into consideration whenever appropriate.
4. First/last trips that perform considerably worse than the mode average will be considered for elimination.
5. When multiple first/last trips perform considerably better than the system average, extended service will be considered.

Service Mode Comparison



In the service change process, MARTA evaluates service by comparing routes with others in the same service mode so that similar types of service are compared with one another.



4.2 Service Frequency

What is it?

Service Frequency is the number of times transit vehicles pass a stop or station in a period of time. The time between each vehicle is called the headway.

Service frequency can determine how MARTA customers use transit service. Lower frequencies may require longer waits and more advance planning, whereas more frequent service may run often enough to allow spontaneous travel without consulting schedules.

MARTA must balance frequency with geographic coverage and hours of service.

What can riders expect?

MARTA provides transit service that balances frequent, high-ridership service with routes designed to provide access to activity and job centers, medical services, and other key destinations throughout the service area. MARTA may offer higher frequencies during the busiest times to accommodate passenger loads. Alternatively, frequencies may be reduced during periods of lower use, such as nights and weekends.

The graphic below shows service frequency standards for each of MARTA's services.

Service levels on each route are informed by ridership. MARTA may make small or major changes to keep performance within an acceptable range. As detailed in [Chapter 2: Service Change Process](#), the public will be consulted before major changes are implemented.

Typical Frequency



Heavy Rail ²



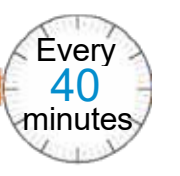
Streetcar



MARTA Rapid



Local Bus



MARTA Reach

Available for riders in MARTA Reach zones



MARTA Mobility

Available for eligible riders, during MARTA service hours

² It is important to note that because MARTA operates two lines on the trunks of its Heavy Rail network, between Airport and Lindbergh Center as well as between Ashby and Edgewood/Candler Park stations, trains may arrive more frequently than shown above.

How is Service Frequency Evaluated?

Overall weekly boardings on a route are compared against the overall amount of service provided. The service provided is measured in two ways – the number of buses deployed on a route, and the total hours each week that they operate in service to passengers (weighted equally). Service is evaluated for a typical week, consisting of Saturday, Sunday, and five weekdays.

Evaluation Process

1. Boardings per peak revenue vehicle and boardings per in-service hour for each route are calculated and expressed as a percentage of the system average.
2. Most routes are expected to perform at 50-150% of the system average. Frequent routes, which operate every 15 minutes or better for much of the service day, are held to a more rigorous standard of 75-200% of the system average.
3. A route that falls outside of these standards for one year is subject to corrective action such as increasing or reducing service, changes to route alignments, or other initiatives to improve awareness and ridership.

Service Frequency Evaluation Example

The bus system currently serves about 2,586 weekly boardings per bus and 27.6 boardings per in-service hour.

Let's say a particular bus route under evaluation has three buses operating 280.9 in-service hours per week.

If this bus route saw similar use to the rest of the bus system, it would serve 7,758 boardings per week (1,108 per day) and score at 100% of system average.

If the route serves over 11,637 boardings per week (1,662 per day), it will perform at over 150% of the system average, and be eligible for increased service.

If it serves less than 3,879 boardings per week (554 per day), it will perform below 50% of the system average, and may be subject to service reduction.



4.3 Service Capacity

What is it?

Service Capacity is the number of passengers that can be comfortably accommodated on MARTA vehicles. To evaluate service capacity, MARTA examines the ratio of passengers onboard compared to the number of seats. This ratio is called the “load factor.” A load factor over 100% indicates more passengers than seats.

Service capacity directly impacts passenger comfort. On bus and rail services, load factors between 100% and 150% are considered acceptable because MARTA’s vehicles were designed to accommodate standing passengers. Load factors often above 150% indicate overcrowding and the need for more capacity at that time.

What can riders expect?

MARTA operates different bus sizes depending on the operational needs of each route. The graphic below shows the load factor for each MARTA service by seated capacity and number of standees. MARTA’s standard for load factor across all bus and rail modes is 150%.

Load Factor Example

A typical 40-foot MARTA bus can accommodate 37 seated passengers. With 25 passengers on board during peak capacity the resulting load factor would equal 68% (or .68).

$$\begin{array}{c}
 \text{25 passengers} \\
 \hline
 \text{37 seats} \\
 \hline
 = 68\% \text{ Load Factor}
 \end{array}$$

The graphic below shows the load factor for each mode of MARTA service by seated capacity and number of standees.

Maximum
Acceptable
Load Factor
Ratio of passengers
to number if seats as
a percentage

Seated
Capacity
 = 10 passengers

Standing
Capacity
 = 10 passengers

 Heavy Rail	150 ²⁰ % (Legacy fleet – 96 total passengers)* (CQ400 fleet – 84 total passengers)*	 * (Legacy fleet – 64)* (CQ400 fleet – 56)*	 * (Legacy fleet – 32)* (CQ400 fleet – 28)*
 Streetcar	150% (90 total passengers)	 (60)	 (30)
 MARTA Rapid	150% (81 total passengers)	 (40' bus – 37) (60' bus – 54)	 (40' bus – 19) (60' bus – 27)
 Local Bus	150% (40' bus – 56 total passengers) (60' bus – 81 total passengers)	 (40' bus – 37) (60' bus – 54)	 (40' bus – 19) (60' bus – 27)
 MARTA Reach	150% (11 total passengers)	 (7)	
 MARTA Mobility	150% (23 total passengers)	 (15)	

How is Service Capacity Evaluated?

MARTA regularly compares planned service capacity with passenger load data. By analyzing the load factors of each route, MARTA can assess the potential for service increases or decreases.

Evaluation Process

1. For every scheduled trip of the week, determine the average and standard deviation of the maximum passenger load.
2. Compare the average + standard deviation of the passenger loads against the size of the vehicle prescribed for the route to calculate a load factor.
3. Compare the load factor against the service standards to determine when additional capacity is needed on each route.

How does MARTA collect passenger load data?



MARTA's Department of Research & Analysis determines heavy rail passenger loads by performing an en masse analysis of rail station origin-destination pairs available from fare gate transaction data.

Passenger loads are computed as the total number of patrons traveling between each station-to-station segment, in each direction of train travel, for a given time duration. Origin-destination pairs from AFC transaction data include entry and exit times and locations recorded by individual fare media.

This method uses travel times between rail stations and pre-existing knowledge of transfers required to complete station-to-station trips to estimate the time at which a given patron was entering, exiting, or passing through a given station along their heavy rail journey. To calculate passenger loads between station-to-station segments within a given time frame, pass-throughs (patrons remaining on the train en route to their destination station) are summed with (entries minus exits) calculated at each origin station in a given station-to-station segment.

This analysis leverages Breeze data available from individual rider trips for which both entry and exit data are available, which represents only a portion of the rail trips that take place on MARTA heavy rail. To correct this, passenger loads are scaled up to account for any missing station origin-destination pairs due to missing entries or exits caused by fare evasion, mechanical fare gate issues, or special event activities.



4.4 On-Time Performance

What is it?

On-Time Performance measures how close to schedule the service operates, as experienced by the customer. Schedules are defined by a selection of time points listed on public timetables. Passengers can expect buses to depart within 5 minutes of the scheduled time (rounded to the nearest minute); this is considered “on time.” MARTA service that departs before its scheduled departure time, or more than five minutes after, is not considered “on time.”

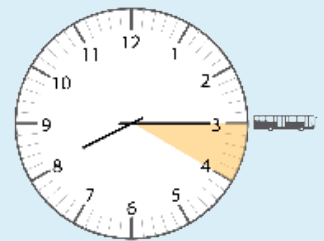
On-time performance indicates schedule accuracy and service reliability. This is particularly important for less frequent service. Low on-time performance can significantly increase the time customers spend waiting for service.

What can riders expect?

On a given day, MARTA’s on-time performance can be impacted by many variables including traffic congestion, passenger loads, inclement weather, road conditions, special events, and road maintenance or construction. For service that consistently does not meet standards, MARTA will determine the cause and take action to address the issue.

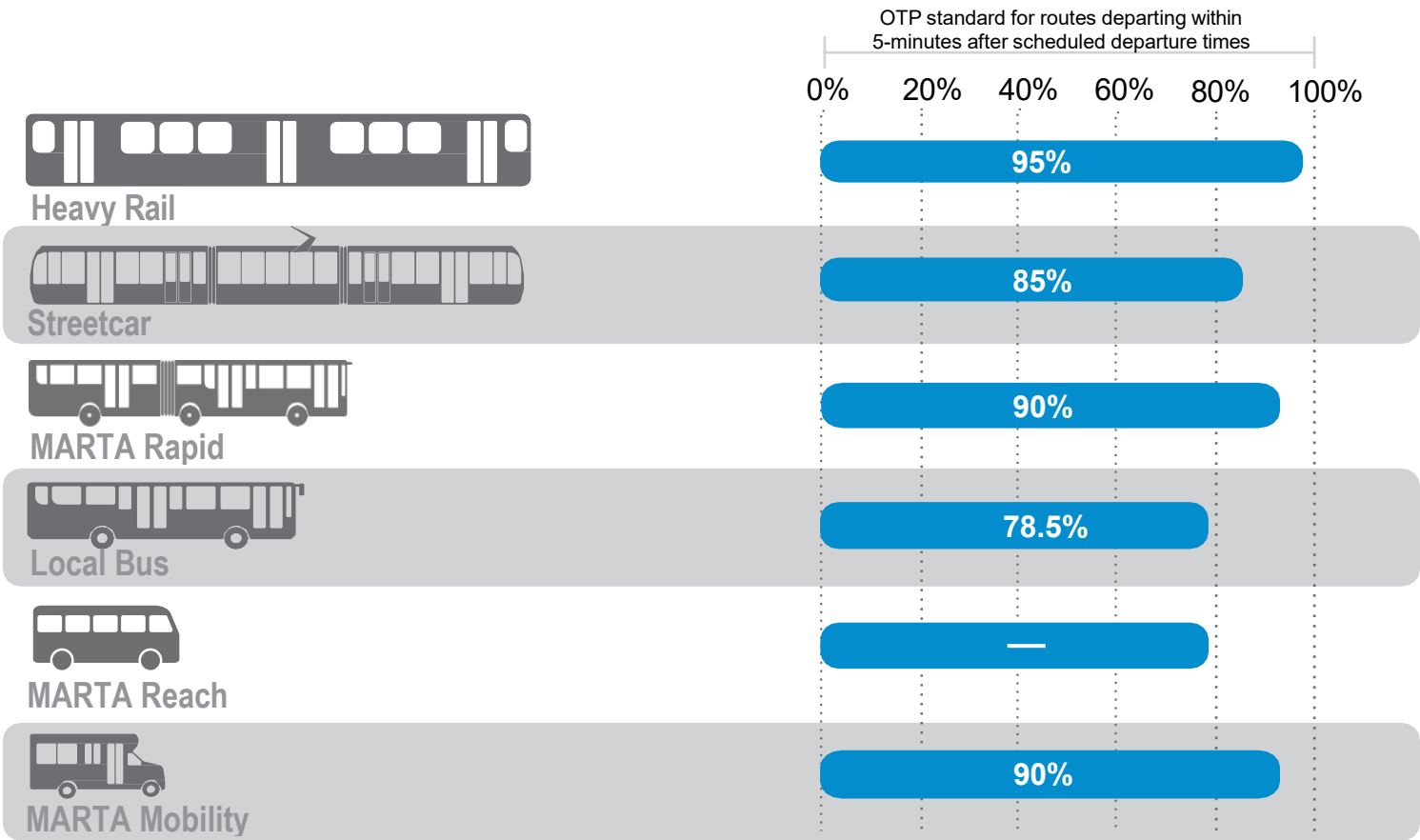
The table below shows MARTA’s standard for on-time performance by service type:

What does MARTA consider “on time”?



Customers may think of on-time performance in terms of when transit vehicles arrive, but transit agencies typically measure it by when vehicles depart at points along a route. For a bus scheduled to depart at 8:15, any departure time before 8:20 meets the “on-time” standard.

Early departures are not considered “on time” because customers may expect routes to operate as scheduled, and plan their trips accordingly. If a passenger arrives on time, but the bus has departed early, the passenger will miss the bus. For that reason, early departures are not considered “on time.”



How is On-Time Performance Evaluated?

MARTA collects data for each route based on individual trip data. By analyzing the on-time performance of each route, MARTA can assess the potential for service changes.

Evaluation Process

1. Determine on-time performance of each route and potential external impacting factors.
2. Compare individual route on-time performance with the service mode target on-time performance.
3. For routes performing below the service mode target, determine the cause of substandard performance.
4. Consider route performance with respect to other Service Standards and consider service changes, if warranted.

How does MARTA Calculate On-Time Performance?

For trains, MARTA calculates on-time performance by comparing the actual departure and arrival times of rail trips to their scheduled times.

For buses, each route has assigned time points along its route. Automatic Vehicle Location (AVL) data is used to determine a bus's departure time at each point throughout the day. For each route, vehicles departing a time point or terminal station within the 5-minute on-time window are expressed as a percent of the total number of departures throughout the day.

MARTA Mobility Service is considered “on time” for arrivals occurring within the 30-minute “Ready Window” (see [Chapter 5: MARTA Mobility Service Delivery Standards](#)). Similarly, MARTA Reach is considered “on time” for arrivals occurring within the 15-minute booking window.

On-Time Performance Calculation Example



A bus is scheduled to depart at 8:15 AM. If the bus departs before this, it is considered early, as this may cause some customers to miss the bus.

Any departure time between 8:15 and 8:20 AM meets the on-time standard. Departures at 8:21 AM or after are late.



5. MARTA Mobility Service Delivery Standards

5.1 Categories of Eligibility

5.2 Eligibility Requirements

5.3 Eligibility Services

5.4 Performance Standards



5.1 Categories of Eligibility

What is MARTA Mobility Service?

MARTA provides complementary paratransit service in compliance with the Americans with Disabilities Act (ADA) for riders with disabilities who are unable to utilize MARTA's fixed-route system for some or all their travel.

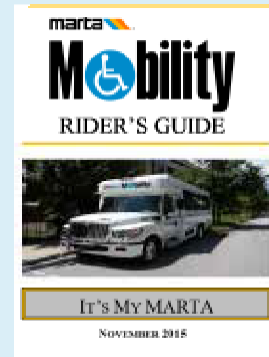
How does MARTA Mobility Service work?

MARTA Mobility is an advanced reservation-based transit service that operates on an origin-to-destination basis. The service may also provide customers with transportation to MARTA's fixed-route services, creating connections for MARTA Mobility passengers to bus, Streetcar, or Heavy Rail service. MARTA Mobility operates with the same schedule as MARTA's fixed-route services. It provides service in the same areas of Fulton, Clayton, DeKalb Counties, and the City of Atlanta where fixed-route service is available.

Customers can apply for MARTA Mobility services by contacting the MARTA Mobility Eligibility Department at (404) 848-5389, Monday through Friday, from 8:30 AM to 5:00 PM. More information is also available online at itsmarta.com or in person at the Mobility office at MARTA Headquarters, **2424 Piedmont Rd NE, Atlanta, GA 30324-3330**.

MARTA adheres to the U.S. Department of Transportation (DOT) Transportation for Individuals with Disabilities Reasonable Modification Policies as amended in 49 CFR Parts 27 and 37.

MARTA Mobility Rider's Guide



MARTA Mobility guidelines are described fully in MARTA's Mobility Rider's Guide. Customers can find a copy of the full guide on MARTA's website: itsmarta.com/marta-mobility-guide.aspx

Mobility Statistics



MARTA operates more than **200** Mobility vehicles and provides nearly **700,000** rides to MARTA Mobility passengers each year.

Eligibility considerations for MARTA Mobility service are based on categories of eligibility established by the Americans with Disabilities Act.

Category I – individuals who cannot independently navigate the fixed-route system.

Category II – individuals who would be able to use the fixed-route system if it were accessible (e.g., when a low-floor or ramp-equipped bus is not available). This category is not required once a transit system is 100% accessible.

Category III – individuals who, because of their functional ability, cannot access a bus stop or a train station to board the fixed-route system and cannot access their final destination after disembarking from a fixed-route bus or train.

Two important qualifiers for this category are included in the regulations:

- Environmental conditions
- Architectural barriers (environmental conditions and architectural barriers not under the control of the public entity do not, when considered alone, confer eligibility.)

NOTE: Inconvenience in using the fixed-route system is not a basis for eligibility.

Types of Eligibility

Based on the categories of eligibility identified above, MARTA has established three types of eligibility that an applicant might qualify for:

- **Unconditional Eligibility** – This is a person's eligibility category when the individual's functional ability prevents them from using the fixed-route service under any circumstances, regardless of weather, distance to the stop, and so on.
- **Conditional Eligibility** – In this type of eligibility, the person's functional ability allows them to make some trips on fixed-route services as trip distance, weather, and health conditions allow. For these passengers, fixed-route use is possible on some days and for certain trips, but not on others. In addition, an individual's abilities may not allow them to get to and from fixed-route services independently, using Mobility as a feeder service.



- **Temporary Eligibility** – The ADA also includes temporary eligibility for people with disabilities who are unable to use the fixed-route system for a limited period. If customers have a temporary disability, they may obtain MARTA Mobility eligibility for the expected duration of the disability. If the disability continues beyond the certified time, MARTA will require a revised certification from the customer's health care professional.

Eligibility conditions are assigned at the time of certification and applied each time the eligible customer calls to schedule service.

5.2 Eligibility Requirements

Eligibility for MARTA Mobility services requires customers to complete a two-part application.

Individuals who believe they are eligible must complete Part A of the application; Part B should be completed by a licensed rehabilitation or medical professional affiliated with an accredited service center working with disabilities. An in-person functional assessment must be completed after Part A and Part B of the application are received by MARTA.

For eligible customers, the trip origin and destination must be within 3/4 miles of a MARTA fixed-route service operating in Fulton, DeKalb, and Clayton Counties. Service hours will match the nearest fixed route within the 3/4-mile radius.

Mobility Application Requests

Customers can apply for MARTA Mobility eligibility by requesting an application in the following ways:



Call the MARTA Mobility Eligibility Department, (404) 848-5389, Monday through Friday, 8:30am to 5:00pm.



By mail: MARTA Mobility, 2424 Piedmont Road NE, Atlanta, GA 30324-3330



In person: MARTA Reduced Fare Office, 2424 Piedmont Road NE, Atlanta, GA 30324-3330



Via fax, 404-848-6900

5.3 Categories of Service

MARTA Mobility includes two categories of service for customers depending upon the requested frequency of trips:

1. **Subscription** – customers who have travel patterns to and from the same destination(s), at the same time, at least one (1) day per week, for at least six (6) consecutive months.
2. **Advance Reservation** – customers can make reservations between one and seven days in advance.

Neither type of service has reservation priority.

Subject to certification criteria, complementary paratransit service for ADA-eligible persons shall be origin-to-destination service, or feeder service (passenger transported to a MARTA fixed-route service instead of a final destination) may be provided to conditionally eligible passengers who can navigate the fixed-route system.

An intergovernmental agreement will govern mobility services outside the MARTA service area and will adhere to federal guidelines. Since January 2006, persons eligible for MARTA Mobility service have been offered the option of transitioning from MARTA Mobility service to “fare-free” travel on the regular fixed-route service.

MARTA Mobility Reservation Process



1. Call

Reservations for Mobility services can be scheduled by contacting the MARTA Mobility Call Center, (404)-848-5826, from 8:30am to 5:00pm, seven days a week.



2. Schedule

Customers can schedule reservations up to seven days in advance.



3. Provide Information

Customers need to provide to following information to schedule a reservation:

- Name or customer ID number
- Exact address of trip origin and destination
- The type of mobility aid used and if lift is required.
- Use of service animal, if applicable.
- Pick-up or drop-off time – customers must prioritize either pick-up or drop-off time when making reservations to determine the “Ready Time” and 30-minute “Ready Window.”

5.4 Mobility Performance Standards

MARTA uses the following performance standards to evaluate and ensure the quality of MARTA Mobility service. The performance measures listed below are calculated monthly and displayed as Key Performance Indicators (KPIs) on MARTA's website: www.itsmarta.com/kpihome.aspx.



On-Time Performance

Target: 90%

Definition: Percentage of Mobility customer pick-ups made within 30 minutes from the scheduled pick-up times.



Customer Complaints per 1,000 Unlinked Trips

Target: no more than 4.0 complaints

Definition: Customer complaints about Mobility service (for example: on-time performance, operator courtesy, etc.) per 1,000 MARTA Mobility boardings.



Collision Rate

Target: no more than 2.5 collisions

Definition: Collisions involving Mobility vehicles not to exceed 2.5 collisions per 100,000 miles.



Mean Distance Between Failures

Target: Mobility MDBF is 15,000 miles. **Definition:** Measures the mean distance (actual vehicle miles) between mechanical failures reportable to the National Transit Database.



Reservation Call Abandonment Rate

Target: no more than 5.5%

Definition: Measures the percentage of customers who terminate a call while waiting in the queue to make a MARTA Mobility reservation.



Adherence to 0% Trip Denial Requirement

Target: 0%

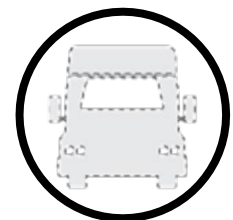
Definition: Eligible MARTA Mobility passengers will not be denied service for trips that meet eligibility requirements.



Reservation Call Average Wait Time

Target: no more than 120 seconds (2 minutes)

Definition: Measures the average time a customer waits in queue while making a Mobility reservation.



Missed Trips

Target: not to exceed 0.5% of total trips

Definition: A trip in which a vehicle arrives outside the 30-minute window (early or late) and the passenger does not ride.

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6. Other Service Considerations

6.1 Emergency Events

6.2 Large Scale or Special Events

6.3 Contacted Services



Safety is MARTA's top priority. For this reason, circumstances beyond MARTA's control at times prevent service from operating as advertised. This includes major emergencies, large-scale events, and other special events. This chapter describes the unique ways MARTA may adapt in these instances. This includes contracting private-sector transportation as appropriate.

6.1 Emergency Events

In the event of civil unrest, a terrorist attack, a cyberattack, a health emergency, or extreme weather that may pose a risk to staff or customers, or as otherwise necessitated by fuel, labor, or other shortages, MARTA may be required to implement service changes, reductions, or suspensions.

MARTA will respond appropriately as conditions allow, but customers may experience the following necessary service changes:

- service reductions
- service cancellations
- other changes as needed

Notification of Service Changes

In the event of severe weather conditions, MARTA will notify customers of service changes in coordination with media outlets and by posting updates at itsmarta.com, on MARTA's Facebook page, and @**MARTAService** on X.

6.2 Large Scale or Special Events

Large-scale or special events may require special service considerations by MARTA staff to accommodate additional passengers or reroute service in response to street closures or other impacts on regularly scheduled service.

- **Special Events** – MARTA defines special events as major conventions, national celebrations, sports championships, demonstrations, ethnic celebrations, religious convocations, foot and motorized races, or any event that would or has a significant impact on the system or at a given station(s).
- **Large Scale Events** – MARTA defines large scale events as any event that requires an Authority-Wide Operations and Staffing Plan.

Special Events



DragonCon Parade – itsmarta.com

MARTA is proud to connect customers with the many events that make Atlanta a vibrant, exciting place to live:

- Major concert events
- DragonCon
- Atlanta Streets Alive
- Peachtree Road Race
- Atlanta Pride Festival
- Peach Drop

Possible Service Changes

When large-scale or special events occur, MARTA responds with appropriate service changes that may include the following:

- **Re-routing** – When street closures are planned, MARTA may re-route service on adjacent or nearby streets to provide access for customers impacted by the closure.
- **Bus Bridge** – Bus service connects between rail stations when that portion of the rail line is not operating. For example, buses may replace rail service during major track maintenance projects that require a temporary suspension of rail service, like recent Airport Station rehabilitation work.
- **Shuttle service** – Shuttle service may be used to supplement Heavy Rail and Streetcar, or to provide access to destinations off the rail network. Ex: Shuttle from King Memorial Station to The Carter Center during the President Carter Celebration of Life.
- **Plug service** – Extra service along an existing route is used to alleviate anticipated overcrowding or increased demand.

Follow MARTA for Service Notifications

Severe weather and special event notifications are provided on itsmarta.com and social media accounts along with service alerts, parking updates and elevator notifications.



MARTA App



@MARTASERVICE



@MARTAt transit

Bus Detours and Notifications

Bus detours result from circumstances that prevent a bus from operating on its regular route. Examples of circumstances which may cause a detour include street or bridge repairs, fires, traffic accidents, weather conditions, closures for parades or events, utility work or other construction projects. The duration of a detour may range from a few minutes to years depending on the size and scope of the disruption.

Anytime a service is detoured, passengers should assume it is temporary and that MARTA will make every effort to resume service along the regular route once the disruption is resolved.

MARTA will notify the public of both the implementation of detours and the resumption of regular service through its regular communication channels, with as much advance notice and in as much detail as time allows.

To make a detour routing permanent, follow the regular service change process outlined in Section 2. For example, if the routing of a detour proposed to be made permanent is a substantial geographical alteration (as defined on [Page 3](#) of this document), a public hearing would be required. If not, no hearing would be required, but sufficient notice should be given. Notifications are provided online and through the MARTA app.

Evaluation of Event Coordination

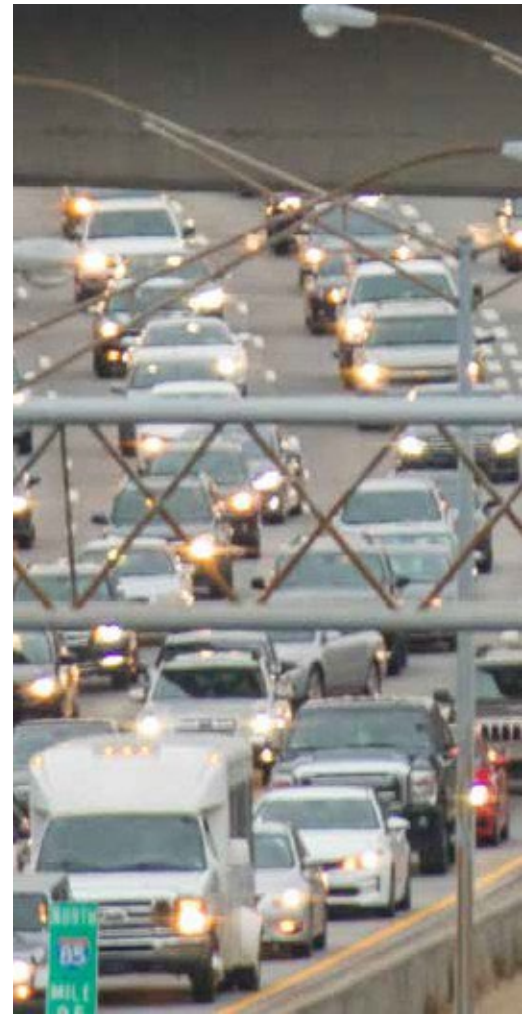
As directed by MARTA's Large Scale or Special Events Policy, an area that participated in the event will submit a post-event report to the Assistant General Manager of Operations, who will provide a summary report to MARTA's General Manager.

6.3 Contracted Services

In the interest of leveraging its resources, MARTA will seek to provide contracted services where beneficial. This interest will apply to alternative and innovative forms of transit, such as demand-response operations, as well as to more traditional fixed-route transit.

Certain parameters will be applied when making decisions to pursue contracted services:

- Consistent with MARTA Act Section 24A Transportation Services Contract, all costs, both direct and indirect, shall be borne by one or more of the following:
 - a) fares
 - b) other revenues generated
 - c) subsidies
- Proposed service will directly benefit patrons residing in MARTA's legislated service district, currently the counties of Fulton, DeKalb and Clayton and the City of Atlanta. Such benefit will be designated as increasing mobility and access to employment or social opportunities throughout the metro Atlanta region.
- Any reciprocal transfer agreement that results will take into consideration increased operational costs stemming from linkages to the MARTA system.
- All of the Civil Rights requirements in the Annual FTA Master Agreement signed by the Authority will be applicable. All contractors will be required to assist MARTA in ensuring ongoing compliance with all prevailing Civil Rights requirements.



MARTA Mobility

Except for Reservations, a portion of Eligibility, and oversight personnel, the entire Mobility operations (operations, maintenance, scheduling, and dispatch) are provided through contracted services.

Appendix A. Glossary

A

Accessibility – the extent to which facilities are barrier-free and usable by persons with disabilities, including those who use wheelchairs.

ART (Arterial Rapid Transit) is a bus service that operates on major arterial roads within urban areas. The key features of ART include *Frequent Service*: Buses run at high frequencies to reduce waiting times for passengers. *Limited Stops*: ART services typically have fewer stops than regular bus routes, which helps shorten travel times. *Priority Lanes*: Some ART systems use dedicated or semi-dedicated lanes to avoid congestion. *Transit Signal Priority*: Traffic signals are often adjusted to give ART buses priority at intersections, reducing delays. *Enhanced Stations*: ART stops or stations may have amenities such as shelters, real-time arrival information, and improved accessibility.

B

BRT (Bus Rapid Transit) is a high-quality bus-based transit system that delivers fast, comfortable, and cost-effective service. Key features of BRT include *Dedicated Lanes*: BRT buses typically operate in exclusive lanes, separated from other traffic, reducing congestion-related delays. *Priority at Intersections*: BRT systems often use traffic signal priority to keep buses moving quickly through intersections. *Frequent and Reliable Service*: BRT offers high-frequency service, often with buses arriving every few minutes. *High-Capacity Vehicles*: BRT systems often use larger, articulated buses to carry more passengers. *Enhanced Stations*: BRT stations are usually more substantial than regular bus stops, often featuring platforms at the same height as the bus floor for easier boarding, real-time information displays, and ticket vending machines. *Efficient Fare Collection*: BRT systems often use off-board fare collection to reduce boarding times and speed up service.

C

Comprehensive Operations Analysis (COA) – An analysis of existing transportation services and recommended service changes based on analysis of existing ridership, service performance, and market conditions supported by public outreach.

F

Fixed Route – routes that follow the same alignment and schedule. It differs from modes of transportation such as taxicabs or demand-responsive transportation, where each trip may vary in its origin, destination, or schedule.

Frequency – a standard for transit service that measures how many vehicles stop within a period of time.

H

Headway – the amount of time between vehicles on a given route in the same direction.

Heavy Rail – consists of four routes using fully separated right-of-way, providing access to MARTA's 38 rail stations throughout the service day.

K

Key Performance Indicators (KPIs) – metrics MARTA uses for transit service, customer service, facilities, safety, and finance, publicly displayed on its information dashboard: itsmarta.com/kpihome.aspx.

L

Load Factor – the ratio of the number of passengers onboard compared to the number of seats, used to measure service capacity on vehicles.

M

MARTA Mobility – MARTA's complementary paratransit service, providing origin-to-destination shuttle service for eligible customers.

MARTA Rapid – MARTA's premium Bus Rapid Transit (BRT) service that operates on dedicated bus-only lanes using 60' articulated buses.

MARTA Reach – MARTA's on-demand microtransit service that operates in 12 zones across the MARTA service area.

P

Peak Hours – weekday periods when MARTA provides additional service to meet increased demand (from 6 am to 9 am, and from 3 pm to 7 pm).

Plug Service – extra service used to alleviate anticipated overcrowding or increased demand, especially for large-scale or special events.

Productivity – For bus service, a measurement of bus route efficiency that takes into account a route's costs and its revenues.

S

Segments – Sections of routes delineated from others based on collection or delivery points, or the section(s) between these points.

Service Mode – MARTA's categories of transit service with distinct Service Standards that include MARTA Mobility, MARTA Reach, MARTA Rapid, Local Bus, Streetcar, and Heavy Rail.

Stop Spacing – The distance between consecutive transit stops.

Streetcar – A mode of on-street rail service that provides frequent service on the downtown loop route.

T

Title VI – Title VI of the 1964 Civil Rights Act prohibits discriminatory action on the grounds of race, color or national origin. Title VI established protections for minority and low-income populations relating to programs that receive federal financial assistance.

Transfer – A rider's change from one transit route to another.

Travel Time – The duration of a transit trip from the point of origin to the final destination, including walking time at transfer points and trip end.



Appendix B. Summary of Changes to FY 2027 Service Standards

The most recent updates, including FY 2027 changes, offer an even more concise delivery, as they are more inclusive of the NextGen Bus Network, MARTA Rapid, Better Breeze, and MARTA Reach.

The summary of changes to the MARTA FY 2027 Service Standards as compared to the MARTA FY 2026 Service Standards are as follows:

- Removed the “Message from the CEO/GM” section to streamline the report.
- Removed Section 7. “Summary” to streamline the report.
- Revised language throughout the document to improvement clarity, consistency, and alignment with MARTA terminology.
- Updated the Service Mode classifications to reflect changes implemented through the NextGen Bus Network, MARTA Rapid, and MARTA Reach.
- Revised language and graphics throughout the document to reflect updated Service Mode classifications.
- Revised Service Standards for Service Modes to reflect changes implemented through the NextGen Bus Network, MARTA Rapid, and MARTA Reach.



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