



**BOARD OF DIRECTORS**

**METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY**

**BOARD WORK SESSION**

**THURSDAY, OCTOBER 13, 2022**

**ATLANTA, GEORGIA**

**MEETING MINUTES**

**1. CALL TO ORDER AND ROLL CALL**

Chair Rita Scott called the meeting to order at 12:12 P.M.

The meeting was suspended at 12:47 P.M. [awaiting quorum]

Chair Rita Scott recalled the meeting to order at 1:08 P.M.

**Board Members**

**Present:**

Roberta Abdul-Salaam [virtual]  
Robert Ashe III  
Stacy Blakley  
Jim Durrett  
William Floyd  
Kathryn Powers  
Rita Scott  
Reginald Snyder  
Heather Aquino<sup>1</sup>

**Board Members**

**Absent:**

Al Pond  
Freda Hardage  
Russell McMurry<sup>1</sup>  
Thomas Worthy  
Rod Mullice  
Roderick Frierson

**Staff Members Present:**

Collie Greenwood  
Melissa Mullinax  
Ralph McKinney  
Raj Srinath  
Luz Borrero

<sup>1</sup> Russell McMurry is the Commissioner of the Georgia Department of Transportation (GDOT) Heather Aquino is the Interim Executive Director of the Georgia Regional Transportation Authority (GRTA). Per the MARTA Act, both are non-voting members of the Board of Directors.

Peter Andrews  
Chief Kreher

**Also in Attendance:**

Jonathan Hunt  
Colleen Kiernan  
Paula Nash  
Donna DeJesus  
Jacqueline Holland  
Tyrene Huff  
Kenya Hammond

**2. CHAIR'S REPORT**

**Approval of the September 8, 2022, Work Session Minutes**

Approval of the September 8, 2022, Work Session minutes. On a motion by Board Member Durrett, seconded by Board Member Blakley, the motion passed by a vote of 7 to 0 with 2 members abstaining and 9 members present.

**Announcement re Special Called Board Meeting**

**Recap - Mental Health Session at APTA Annual Board Meeting**

**3. GM/CEO REPORT**

**After Action Report on DeKalb & Clayton Peer City Tours**

**MARTA Reach Initial Findings** *[Presentation attached]*

**4. EXECUTIVE SESSION**

**Real Estate**

**Litigation**

**Personnel**

**5. ADJOURNMENT**

The meeting adjourned at 2:05 P.M.

Respectfully submitted,



Tyrene L. Huff  
Assistant Secretary to the Board

YouTube link: <https://youtu.be/BKJw63ebklg>



Conley

# reach

FORT GILLEM

Lake City



# End of Pilot Project Update #1

October 13, 2022

**Work Session**

**MARTA Board of Directors**

# Reminder: What are we trying to learn?

- Are MARTA riders interested in using on-demand transit service?
- What does ridership look like and what types of trips are riders using the service for?
- Is this a cost-effective way of serving transit ridership?
- Is there a difference in use between primarily residential zones vs. commercial or industrial zones?

# Pilot Summary

- Six-month pilot started on **March 1<sup>st</sup>, 2022**
  - Service ended on **August 31<sup>st</sup>** at 7:00pm
- Over 7,580 total trips serving **8,335** riders<sup>1</sup>
- **739** unique accounts served
- **Average wait time:** ~7 minutes
  - Target was  $\leq$  15 minutes
- **Average travel time:** ~9 minutes

The end of service is **not** the end of the Reach pilot.

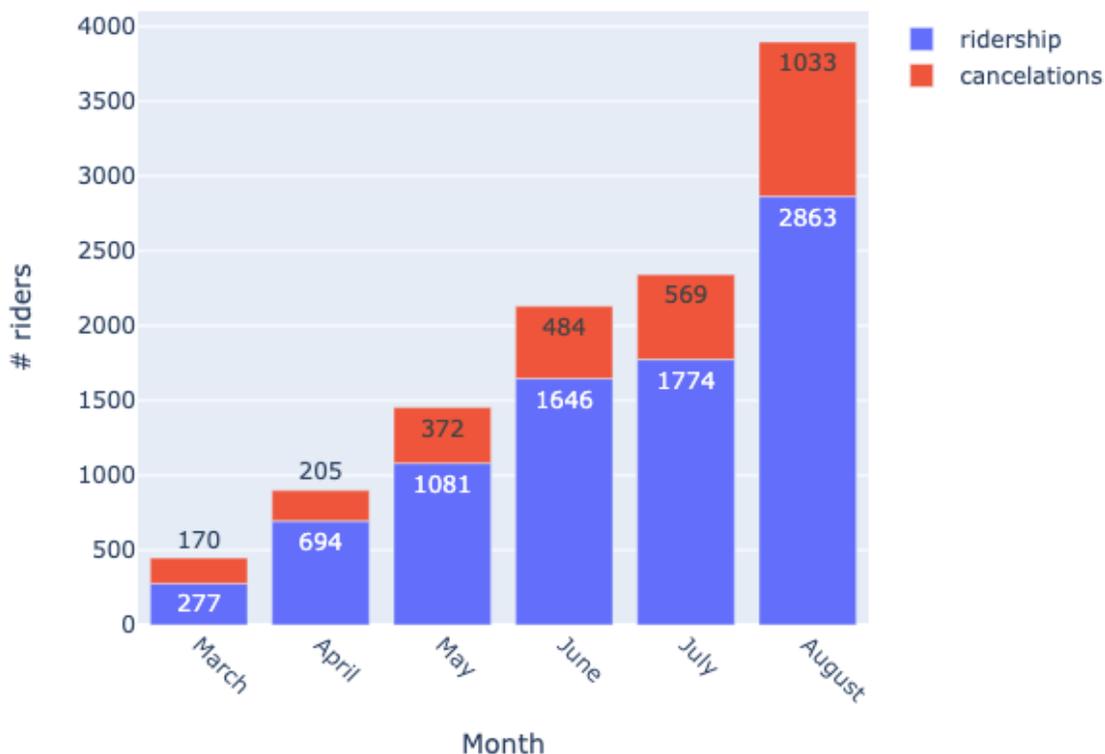
Evaluation is the second half of any successful service pilot.



Photo of Reach vehicle

# Ridership Overview

Monthly MARTA Reach Ridership & Cancellation



*Note: This is a graph of riders, not trips.*

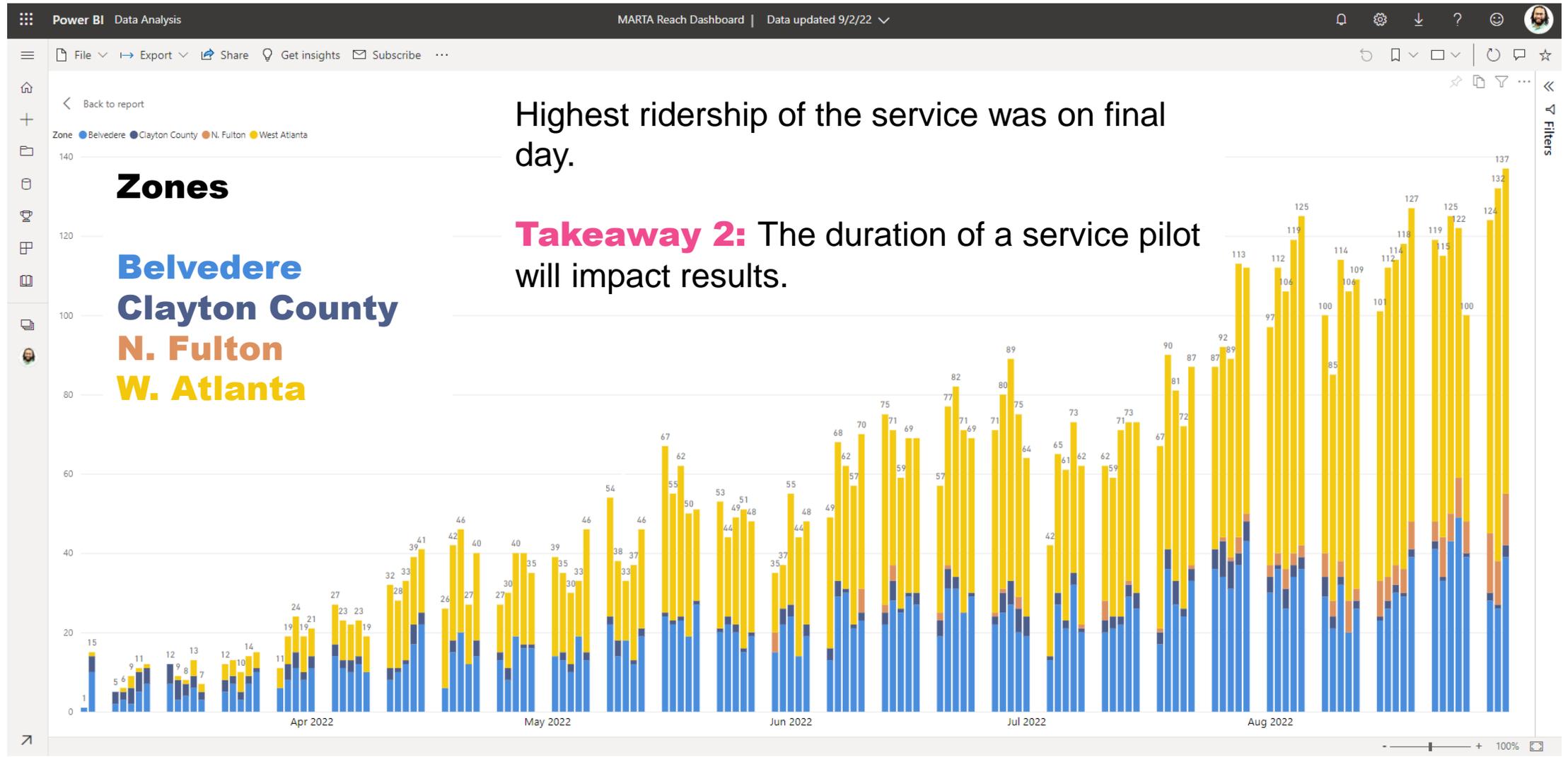
~35% of all Reach trips were taken in August.

**Takeaway 1:** There is a lag between the introduction of a new service and ridership response.

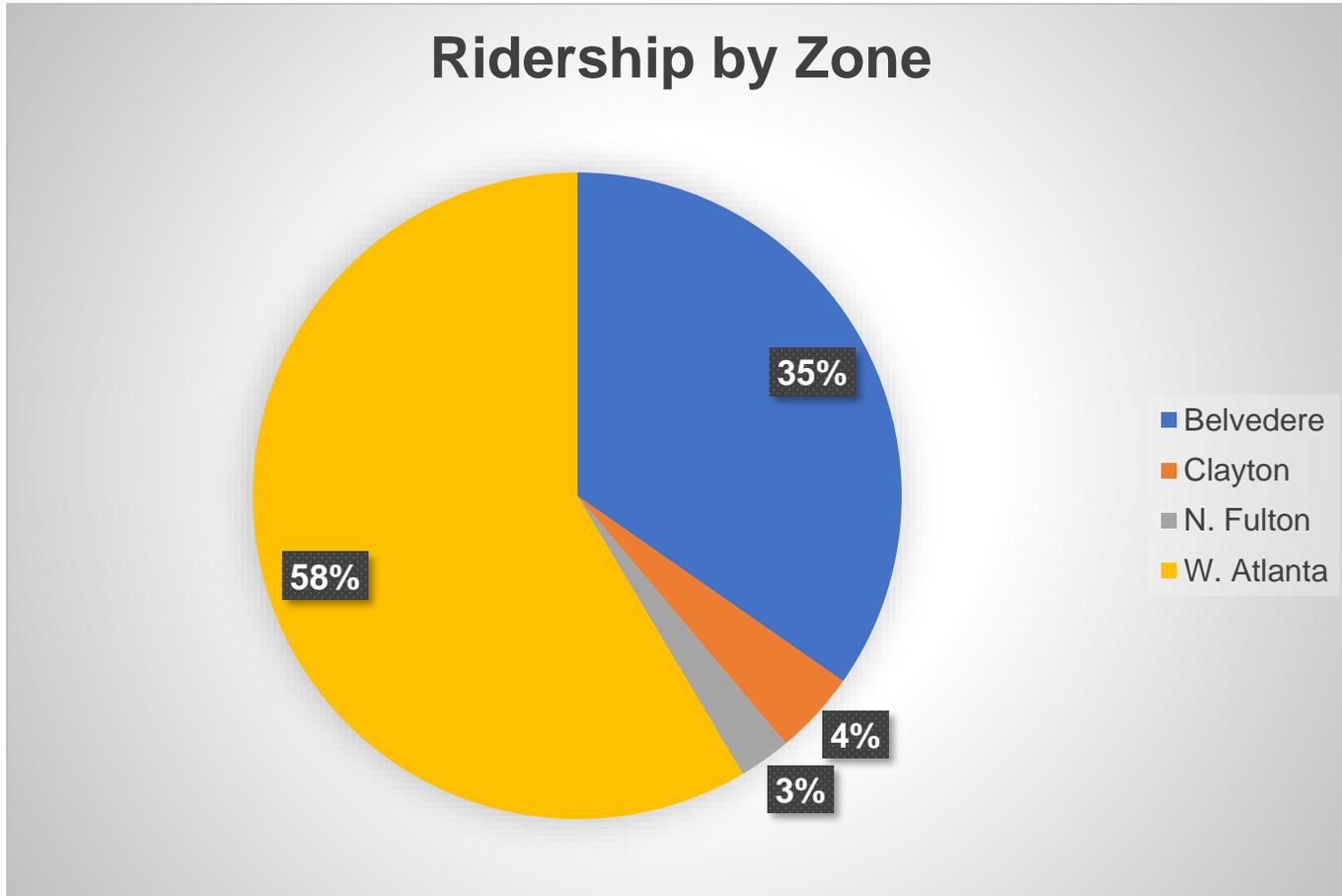
*\*West Atlanta and Belvedere zones expanded on May 16<sup>th</sup>*

*\*\*Clayton expansion and introduction of N. Fulton zone on May 30<sup>th</sup>*

# Zonal Ridership



# Zonal Ridership

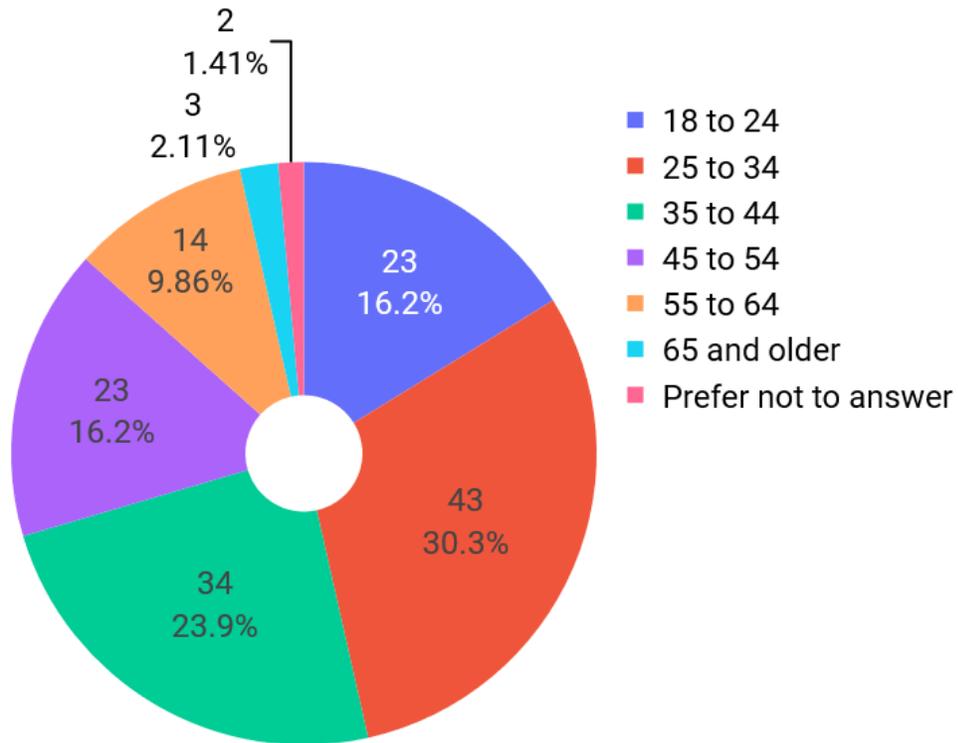


58% of all Reach trips were taken in the W. Atlanta zone.

**Takeaway 3:** Zone characteristics and available connecting services impact ridership.

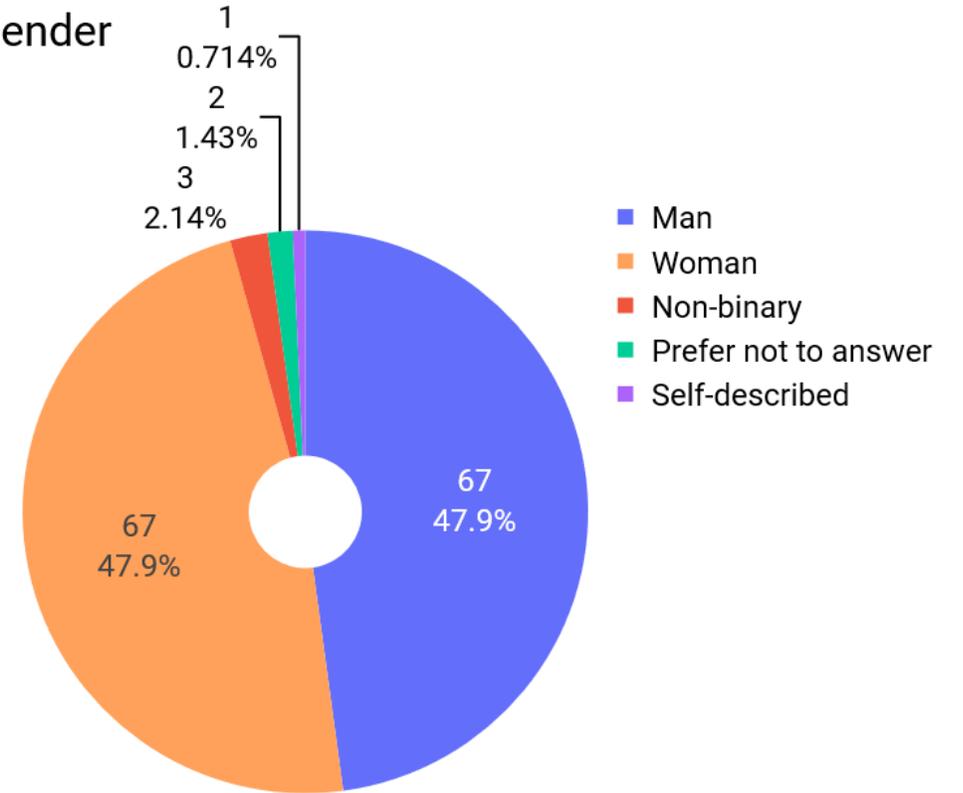
# Reach Riders

Age range



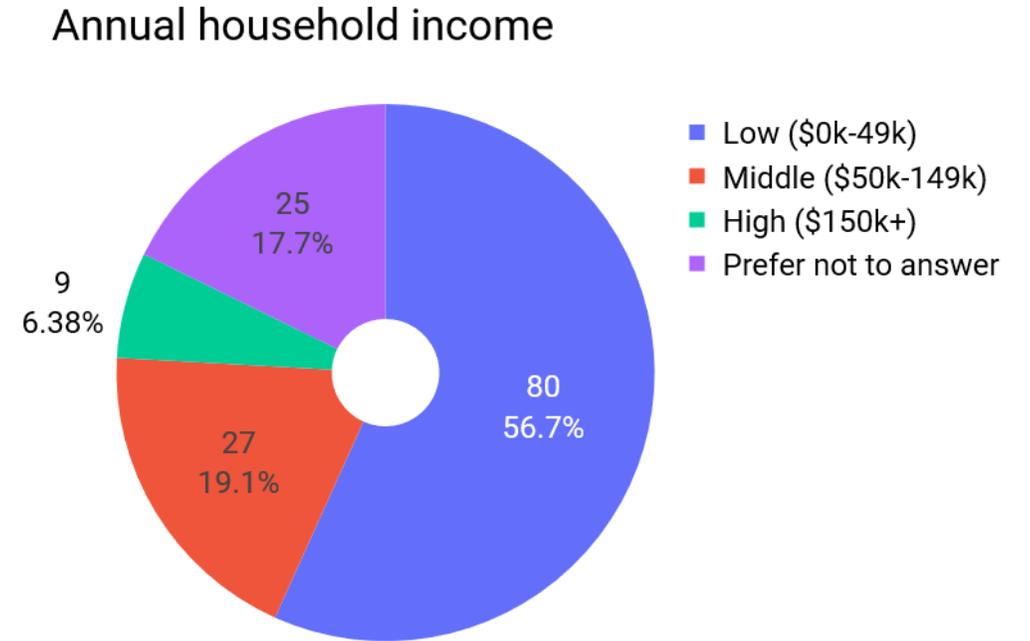
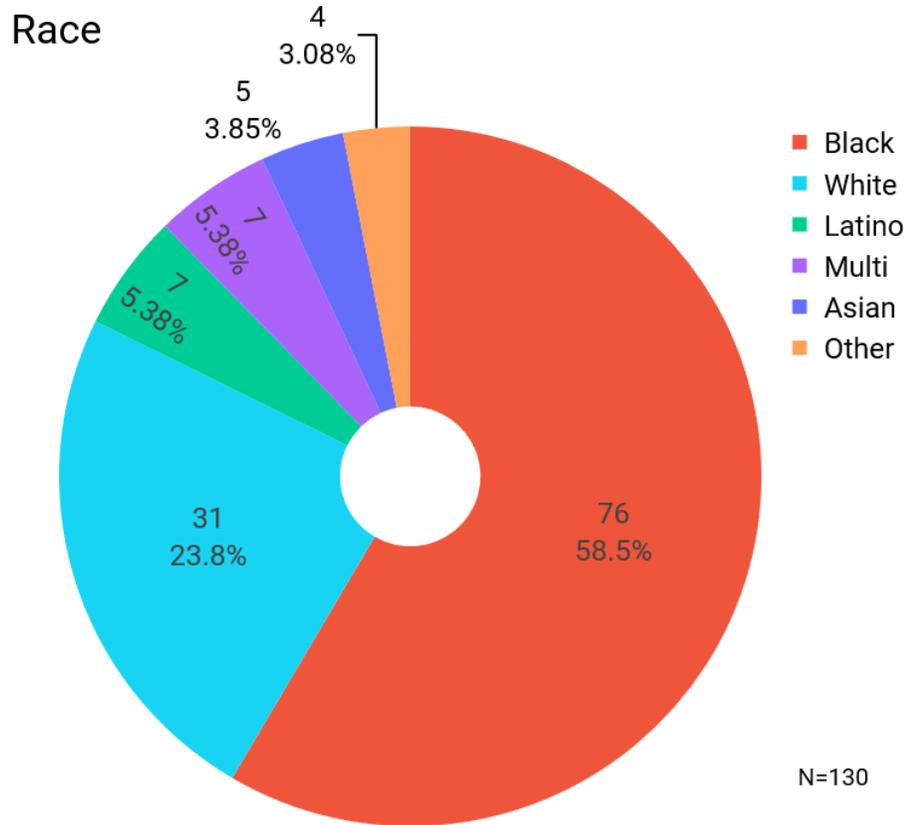
N=142

Gender



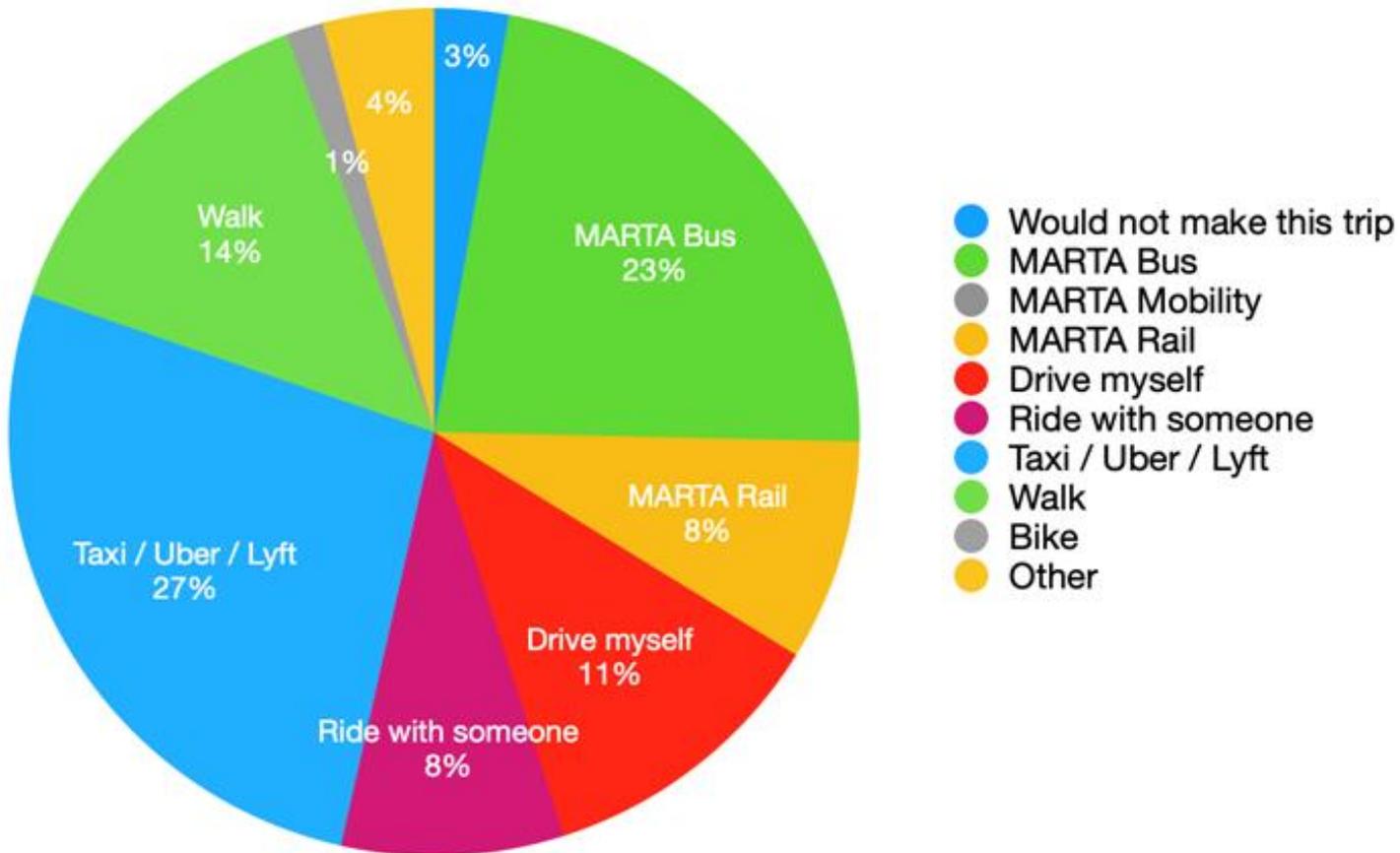
N=140

# Reach Riders (cont.)



# Trips

How would you made the trip if MARTA Reach was not available?

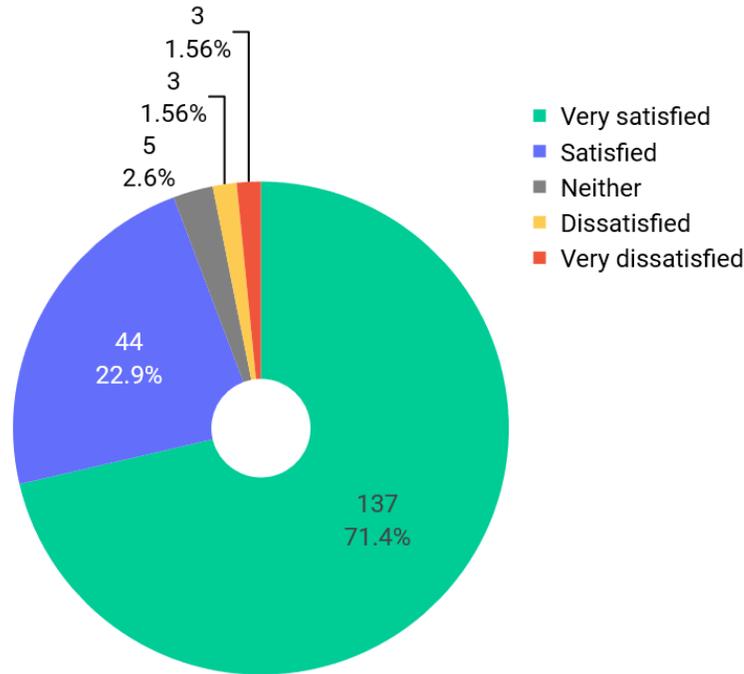


Reach diverted some trips from SOVs, carpooling, and rideshare

**Takeaway 4:** On-demand transit is a way to decrease dependence on driving, but increased flexibility may also divert some transit trips.

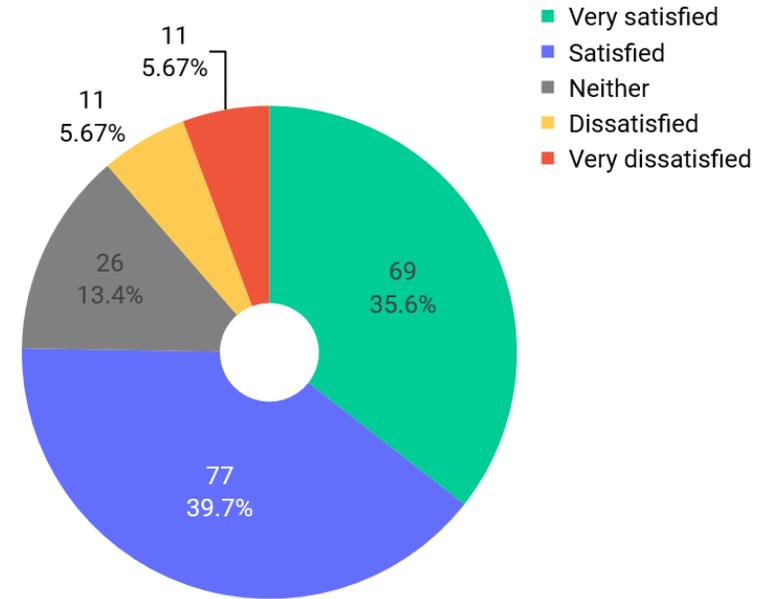
# Rider Satisfaction

Satisfaction with Reach



N=192

Satisfaction with MARTA overall



N=194

**Takeaway 5:** Riders are highly satisfied with on-demand service.

# (Some) Lessons Learned

1. Ridership looks to be driven by connections to other reliable, high frequency service. This should inform the development of any future on-demand zones.
2. Technology must anticipate real world behavior: software should be built to accommodate potential human error.
3. Make sure your stops are in safe, accessible locations, both for patrons (pick-up/drop-off) and Operators (layover).
4. Number of idle/layover locations impacts service quality since operators only get updates on new trips while at idle. More idle locations means more efficient on-demand service.
5. Word of mouth is critically important: improve community engagement to encourage community information spread.

# Upcoming Staffing Assessment

- To understand the potential future of on-demand service at MARTA, we will evaluate multiple potential future scenarios.

**Scenario 1**  
***Fully Contractor  
Supported Model***

Vendor provides vehicles and is responsible all operations and maintenance.

**Costs currently being evaluated<sup>1</sup>**

**Scenario 2**  
***Partially Contractor  
Supported Model***

MARTA provides vehicles and does all maintenance. Vendor provides operations.

**Costs currently being evaluated<sup>1</sup>**

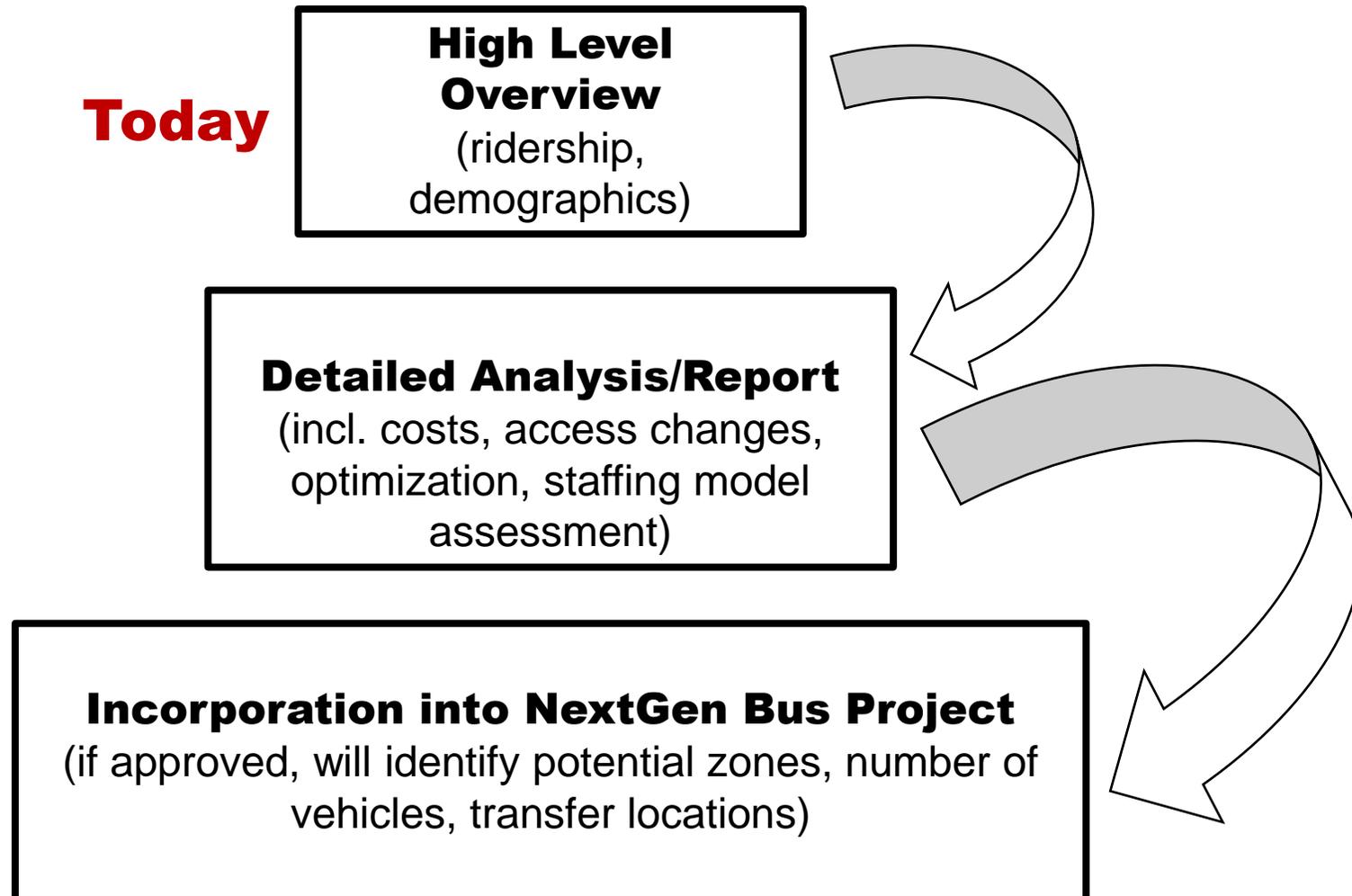
**Scenario 3**  
***Fully MARTA  
Supported Model***

MARTA provides vehicles and is responsible for all operations and maintenance.

**Costs currently being evaluated<sup>1</sup>**

<sup>1</sup>Costs will be presented alongside any potential service quality implications

# Reach Next Steps



marta 

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reach

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Lake City

 Georgia  
Tech.



# Thank you!

More information at  
[www.itsmarta.com/reach.aspx](http://www.itsmarta.com/reach.aspx)

Email us at  
[reach@itsmarta.com](mailto:reach@itsmarta.com)

**Anthony Thomas**  
Program Manager, Customer  
Experience Innovation  
[athomas5@itsmarta.com](mailto:athomas5@itsmarta.com)



Conley

# reach

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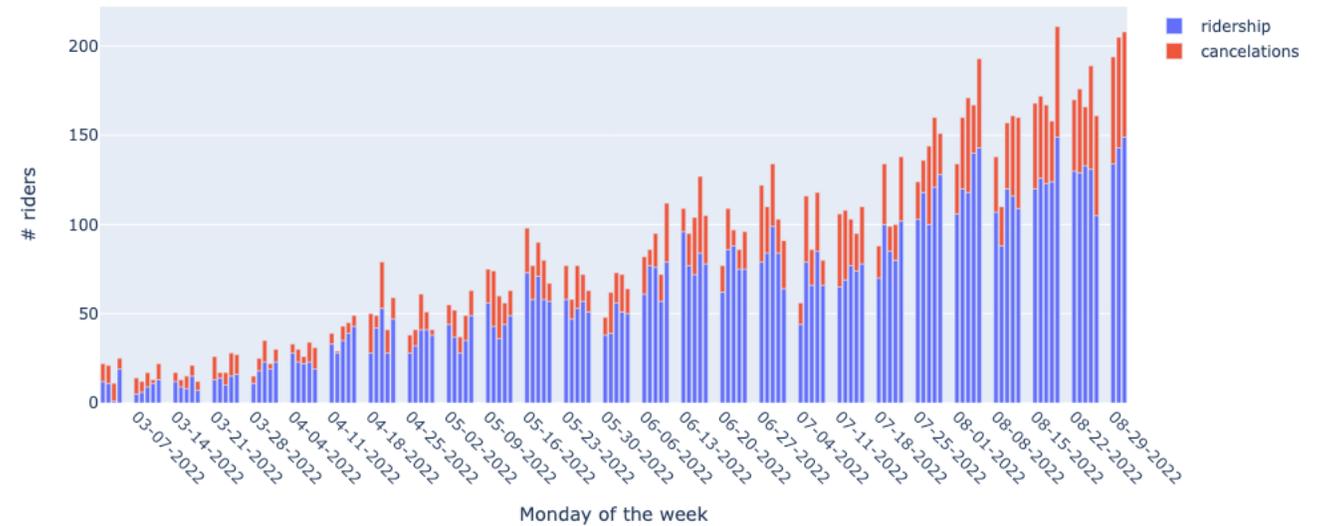
Lake City

## Appendix

Monthly MARTA Reach Ridership & Cancellation

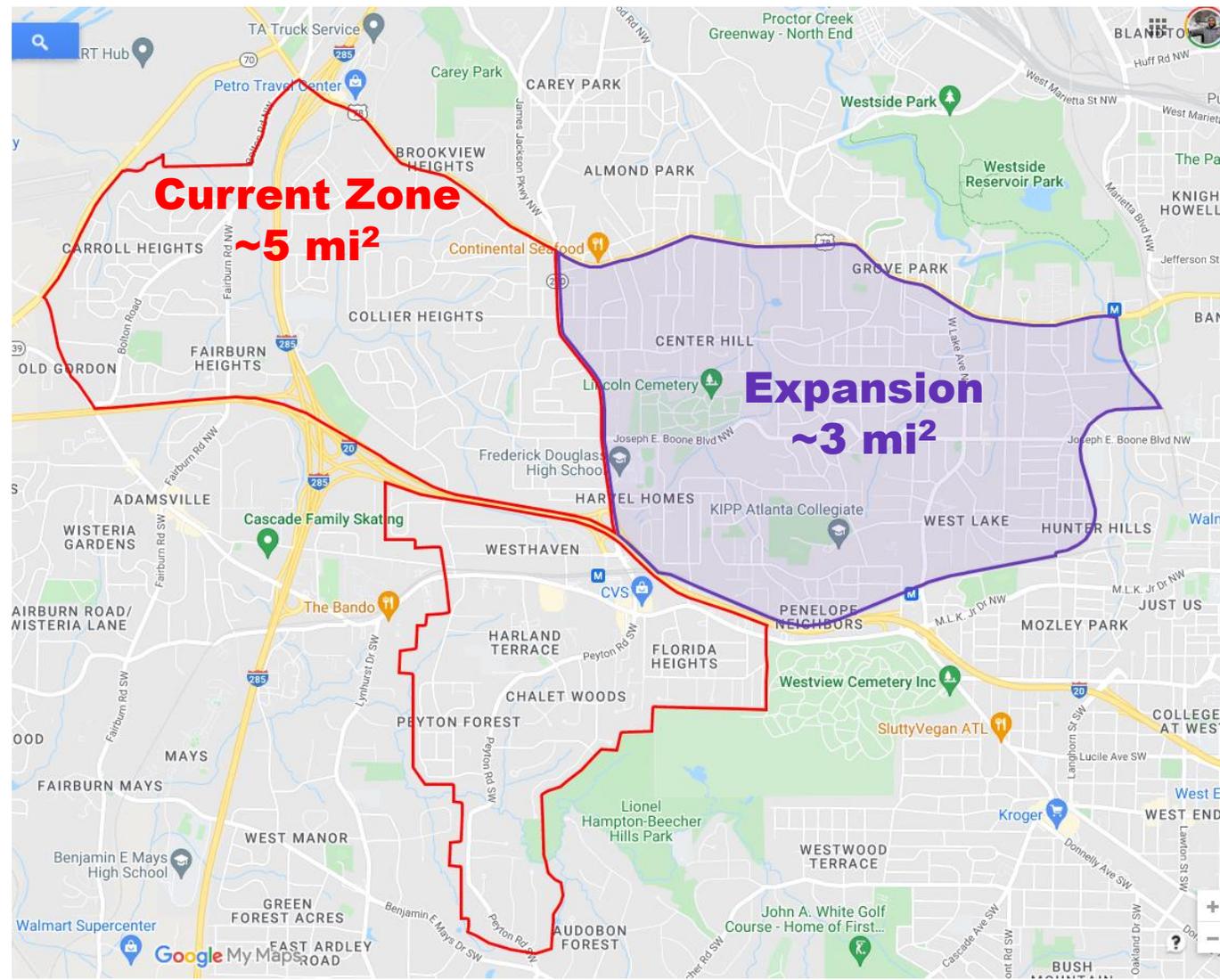


Weekly MARTA Reach Ridership & Cancellation



# W. Atlanta Expansion

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

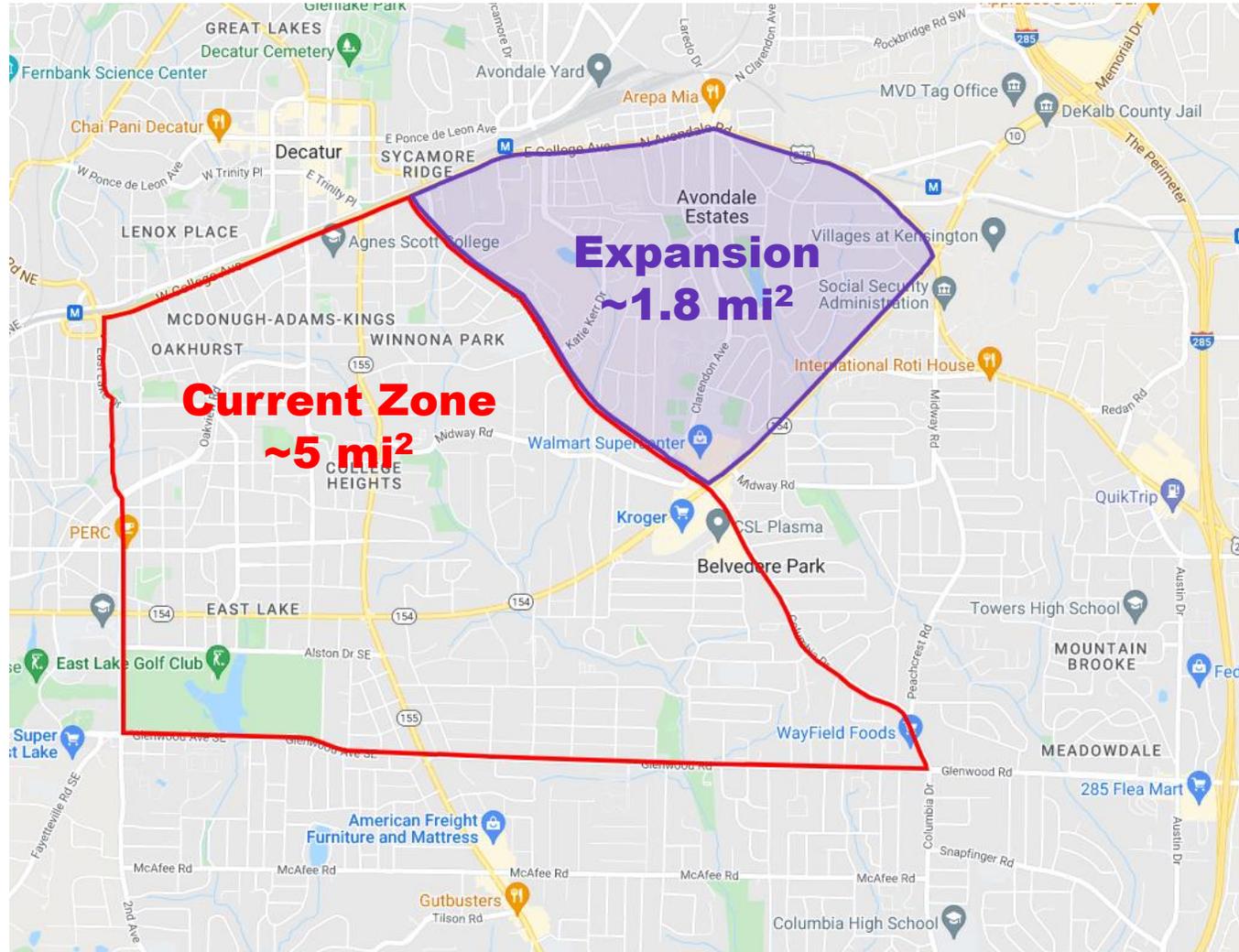


**New service will expand to Dixie Hills neighborhood. Will allow for transfers to West Lake & Bankhead stations.**

**Implemented May 16**

# Belvedere Expansion

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

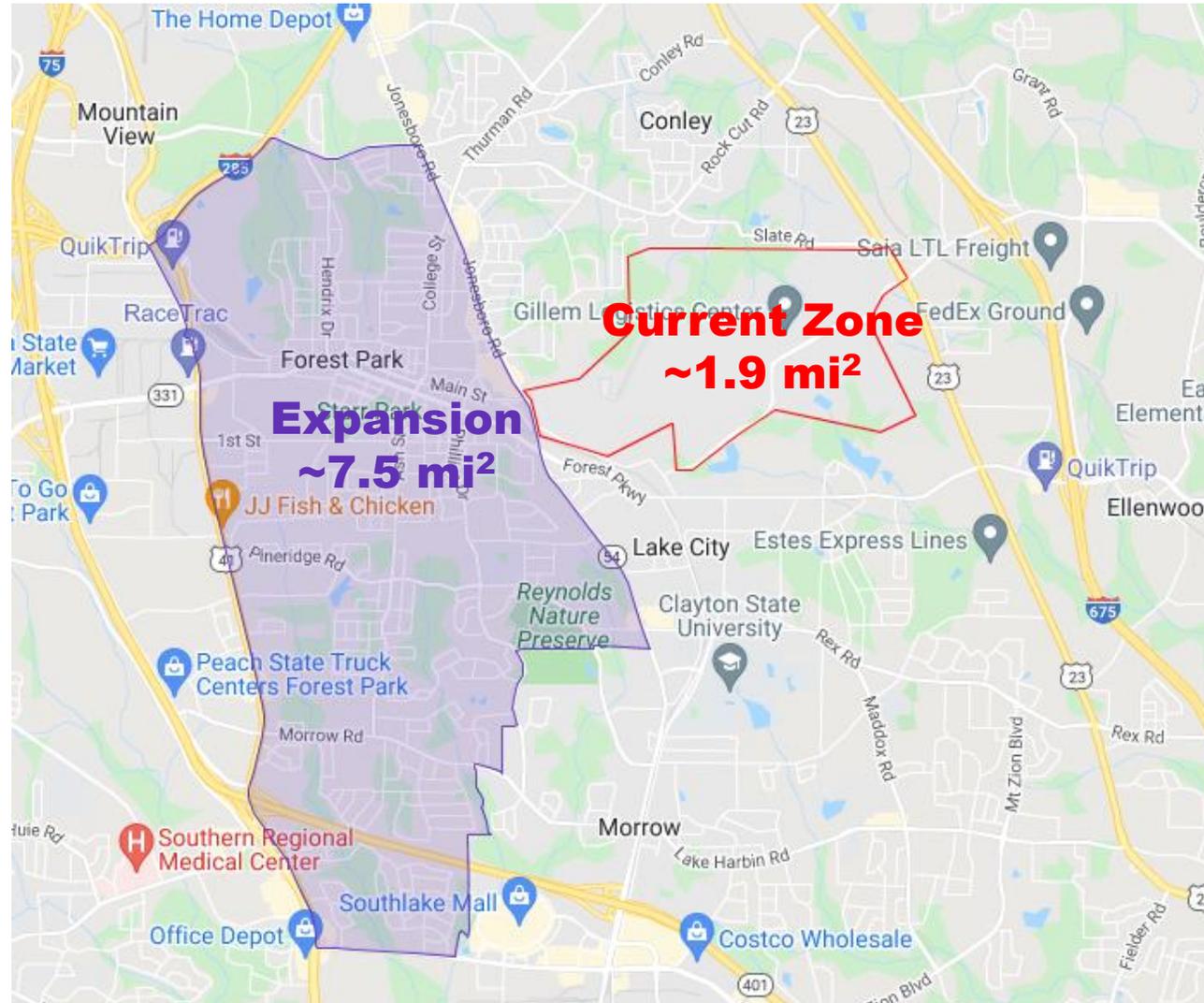


**New service will expand to Avondale Estates. Will allow for a connection to Kensington station.**

**Implemented May 16**

# Gillem/Clayton Expansion

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



**Implemented May 30**

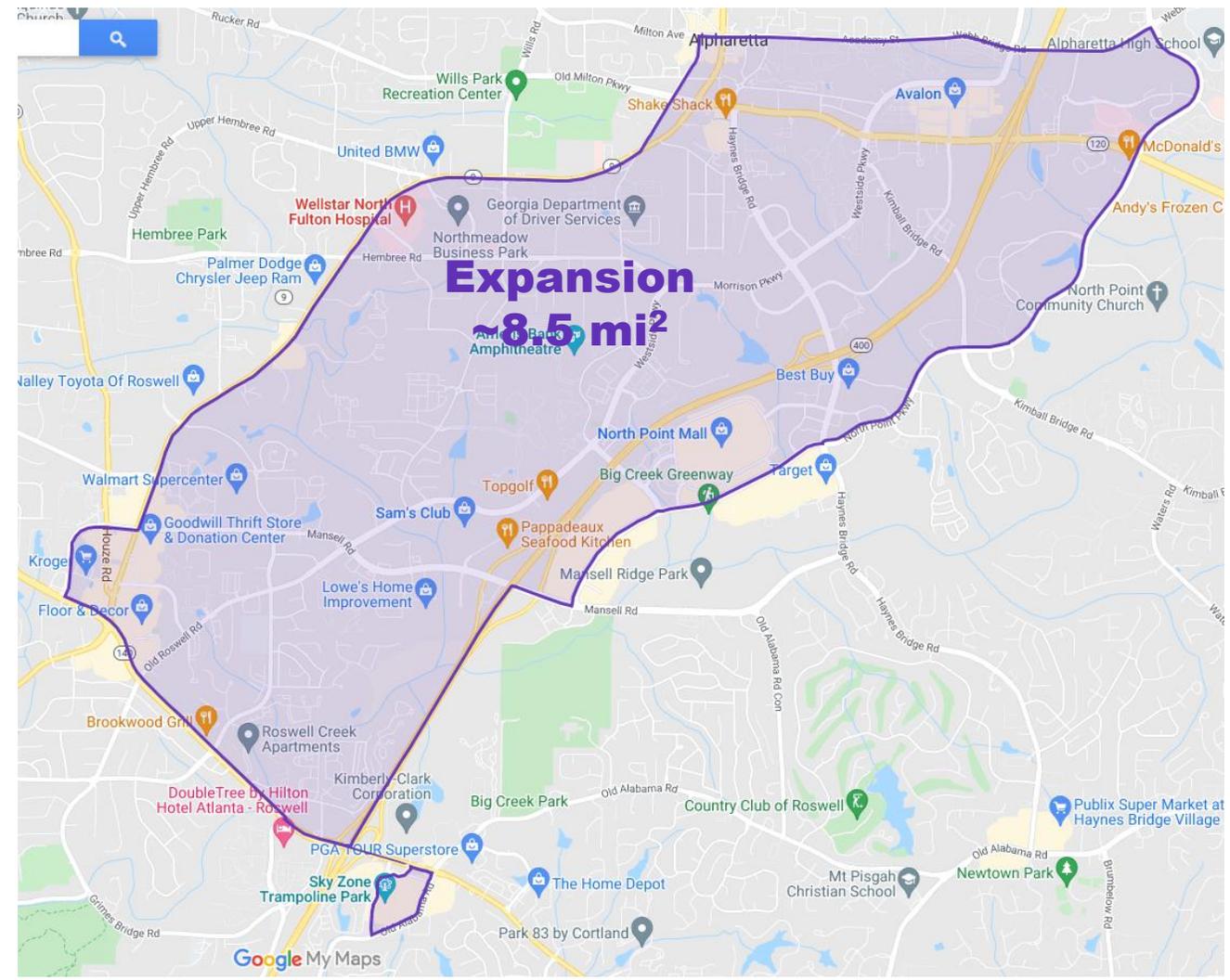
**Proposed new service will expand to Forest Park and City of Morrow. Including connections at Southlake Mall, Southern Regional Medical Center, and Clayton State University. Additional connections to the 192, 196.**

# New Zone: N. Fulton

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

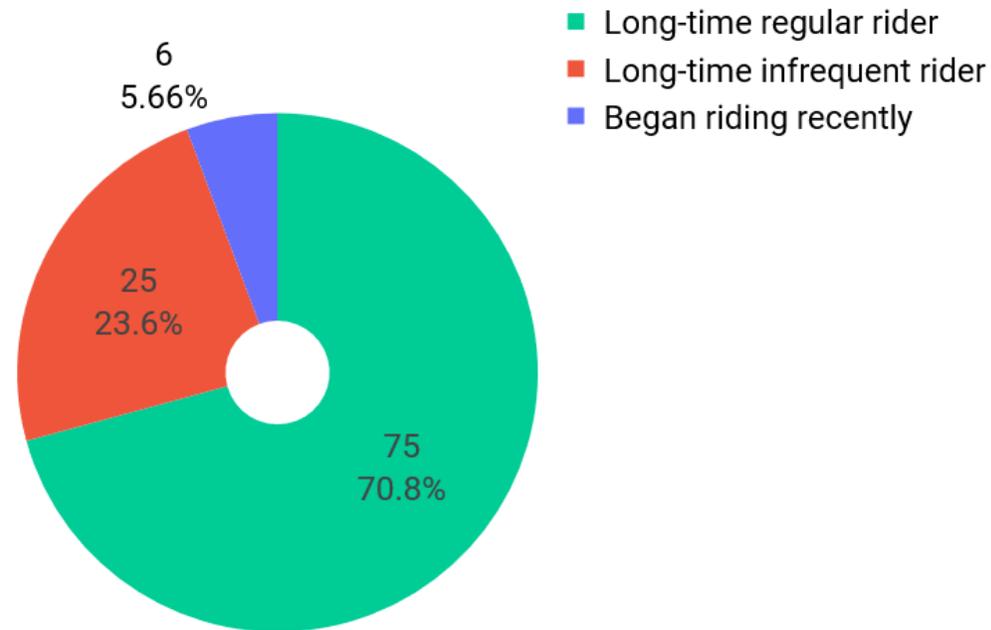
**Connections to North Point Mall, Avalon District, and Georgia State – Alpharetta Campus.**

**Implemented  
May 30**



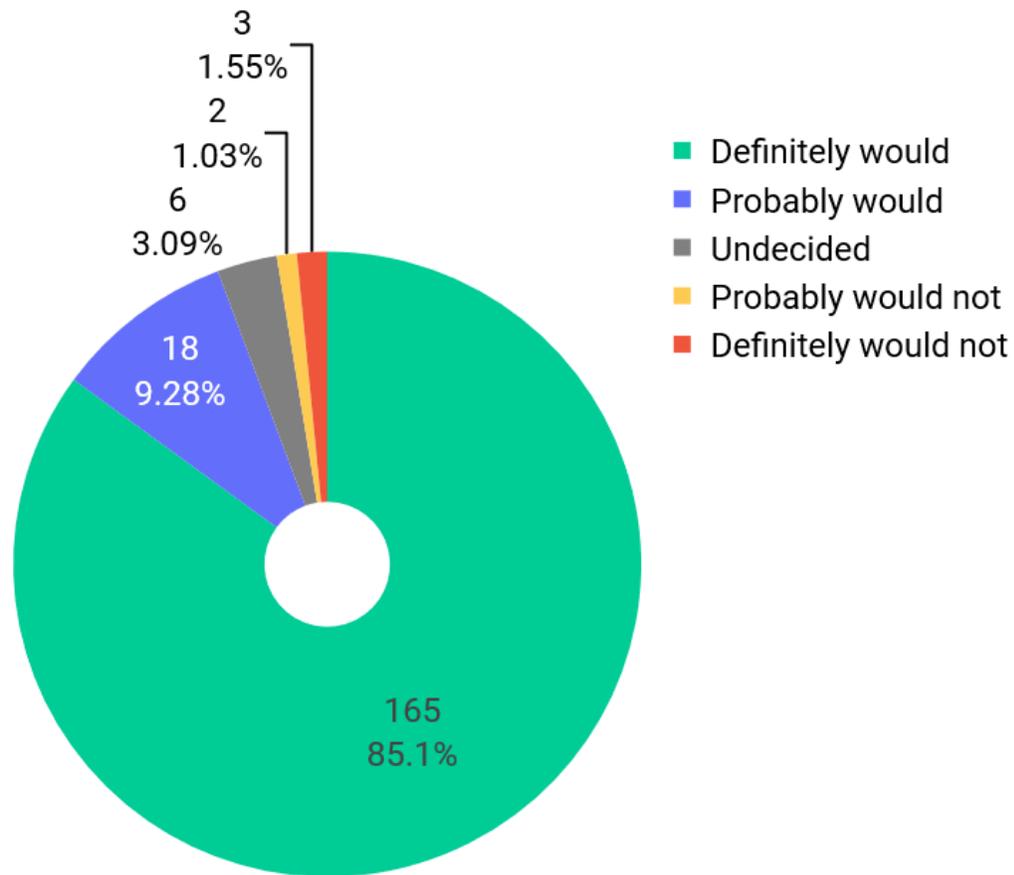
# How long have you been using MARTA?

How long have you been using MARTA?



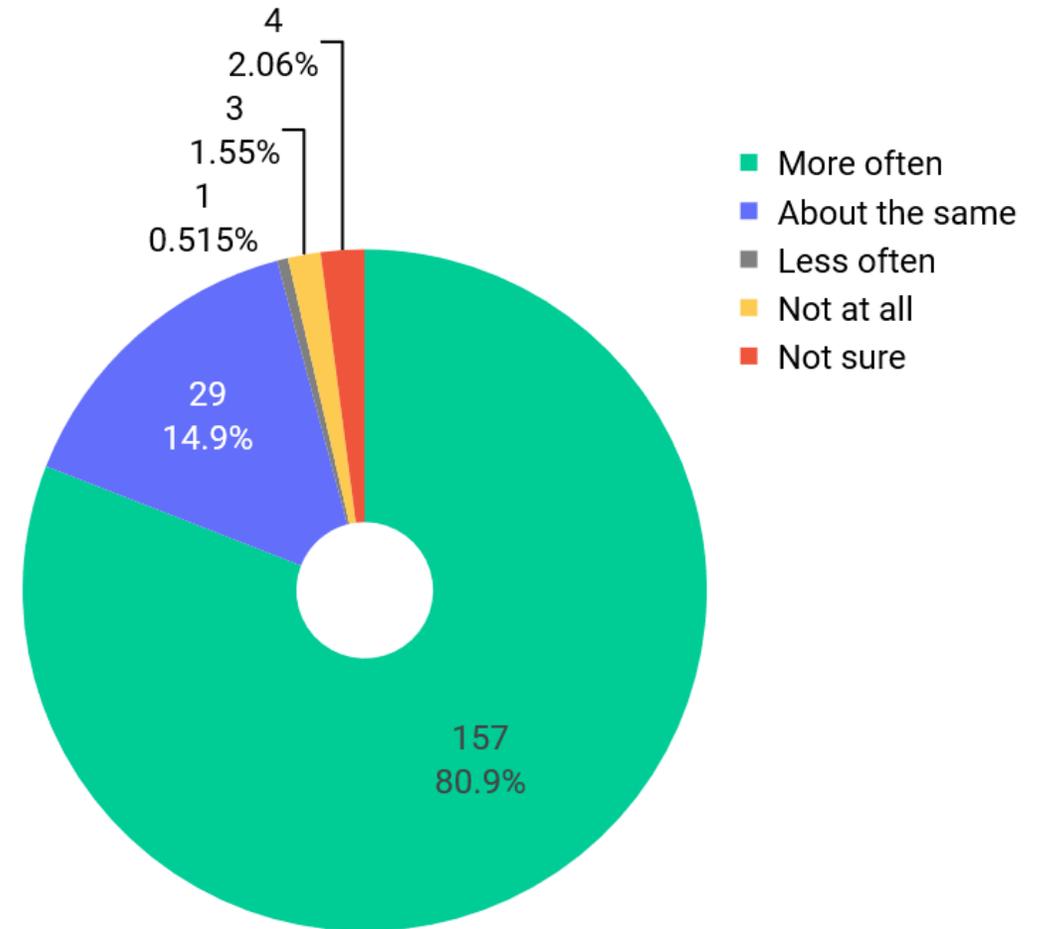
N=106

### Would you recommend on-demand transit?



N=194

### Taking on-demand transit in the future



N=194

# Who Are the Riders?

