

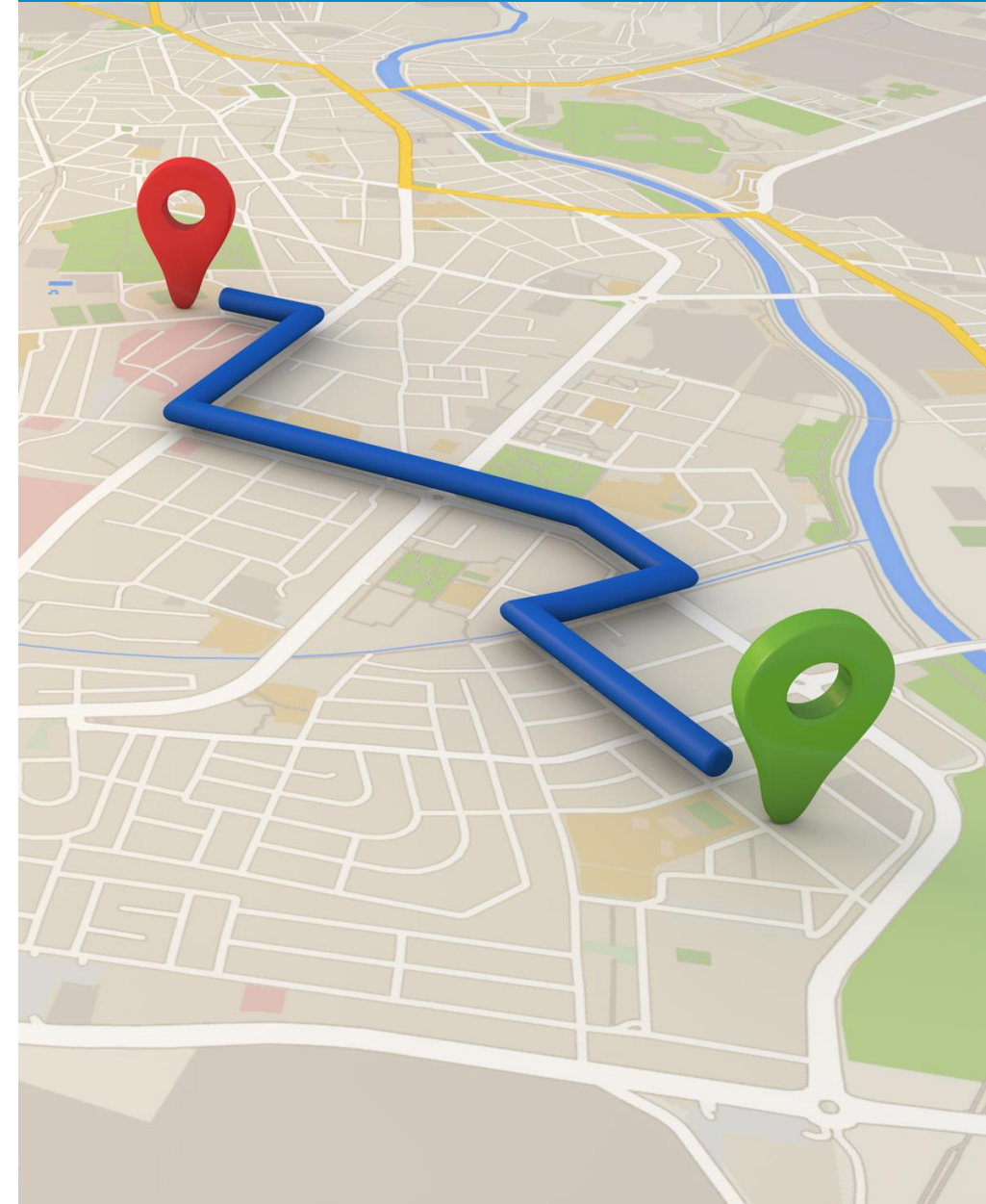


Demand Response Pilot Briefing

Riders Advisory Council
December 1, 2021

Demand-Response Basics

- Flexible, on-demand service model
- Fills gaps in fixed-route network; parallel effort to bus network redesign
- Similar to existing MARTA Mobility service, with key differences:
 - Open to general population
 - No advance reservation needed
 - Geographically targeted
- Short-term pilot will gather insights into how a large-scale program might work best in practice in our service area



Pilot Overview

- Six-month pilot starting in Q1 2022
- Partnership between MARTA and Georgia Tech
 - MARTA to provide vehicles and operators using existing Mobility contract
 - Georgia Tech to provide technology including rider, driver, and administrative apps
- Grant funding through National Science Foundation (NSF) Civic Innovation Challenge

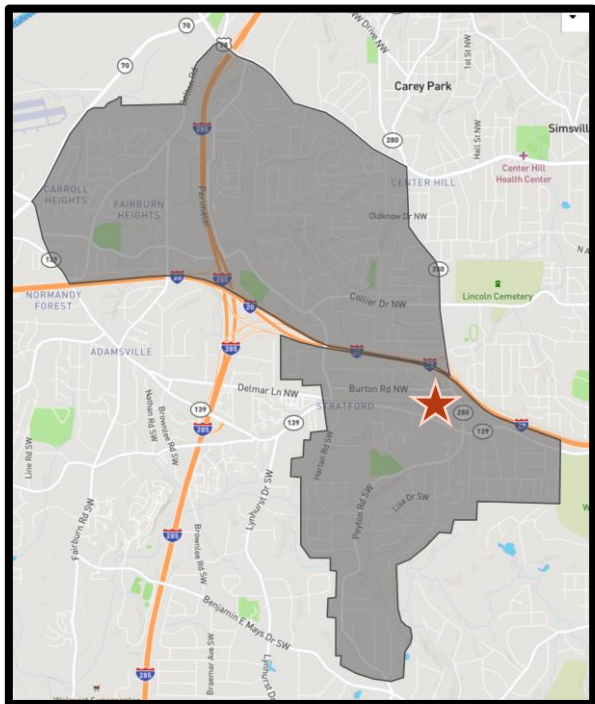


Georgia Tech will provide software for system simulation, design, operations and reporting

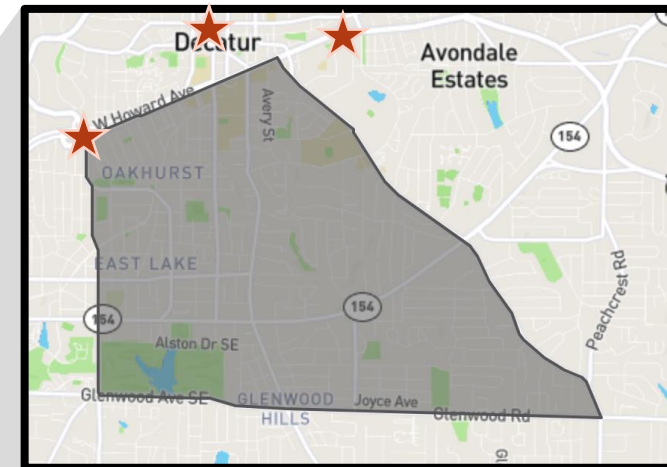
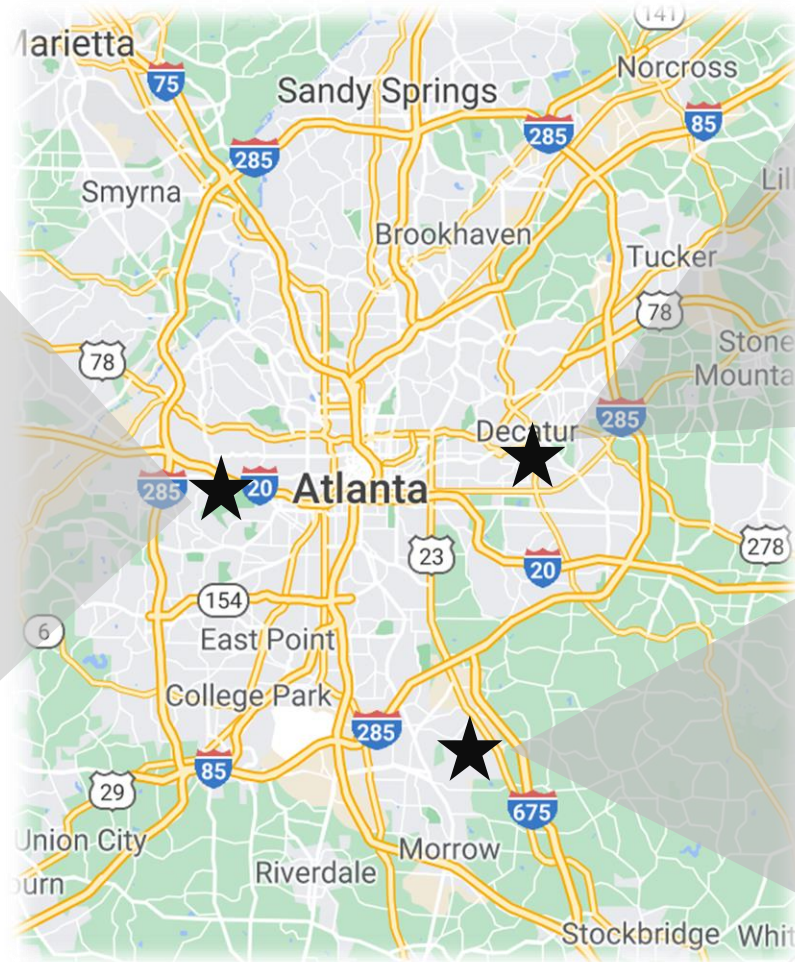
Service Characteristics

- Service limited to defined zones
- Shuttles will connect “virtual stops” within zone to nearby fixed-route transfer hubs
- Typical wait times will mirror existing fixed-route service in zone
- Pilot will operate 6:00 AM to 7:00 PM, weekdays
- Standard \$2.50 fare with transfers included

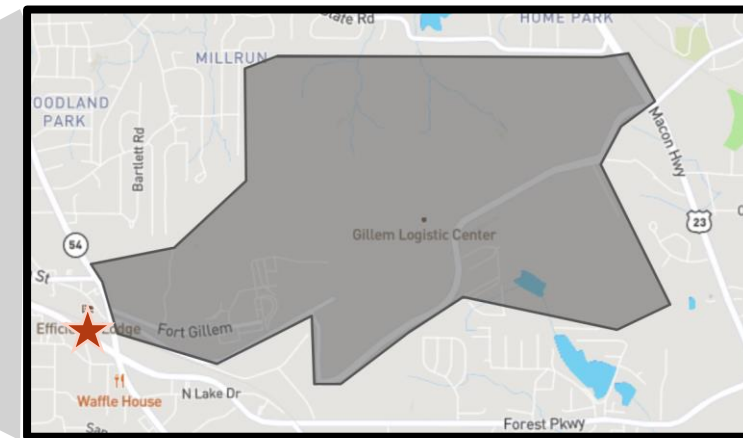
Pilot Service Zones



West Atlanta



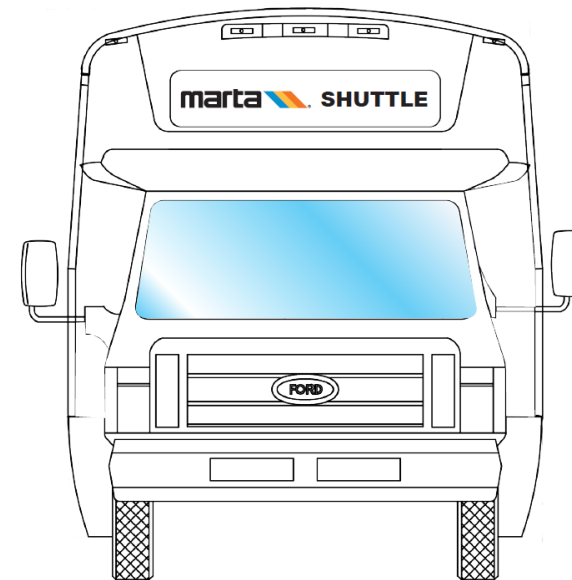
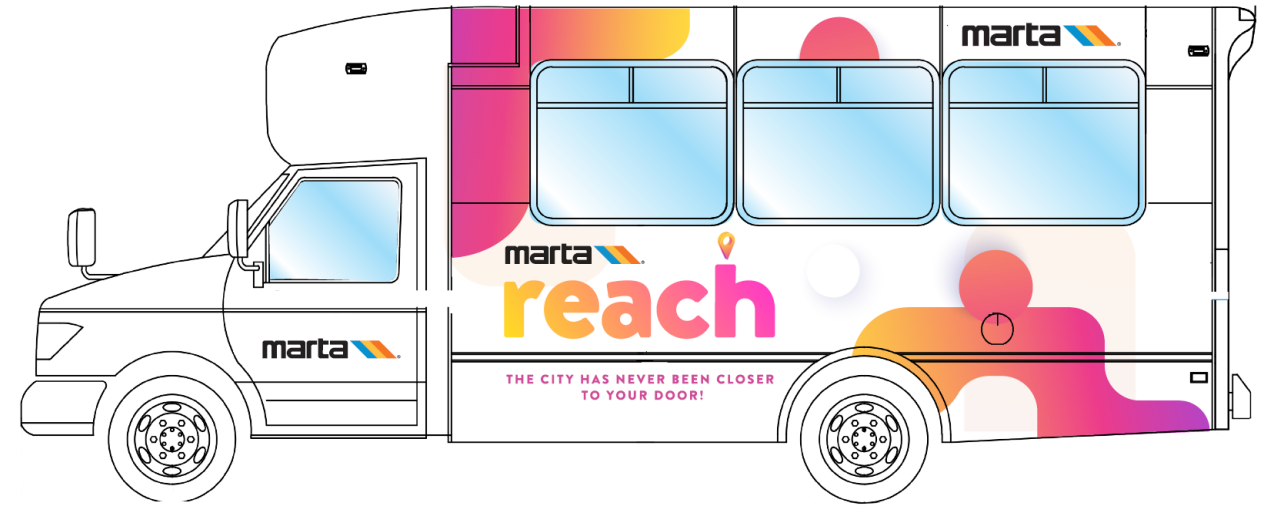
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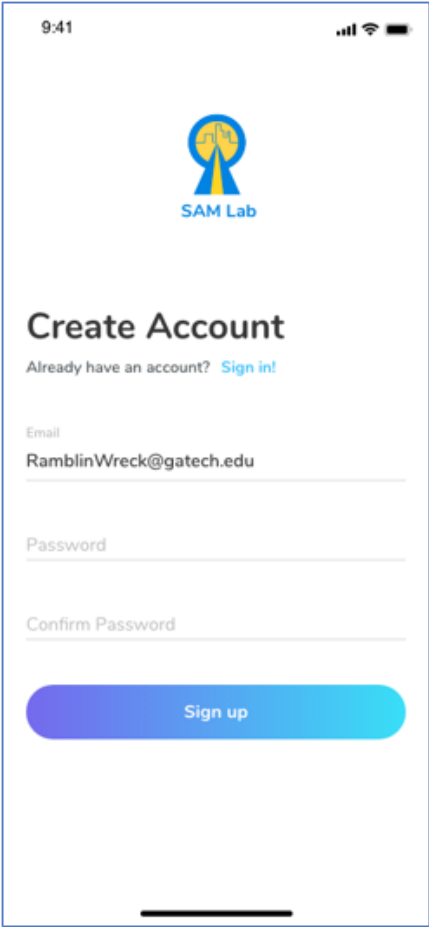
Ft. Gillem

Branding & Vehicles

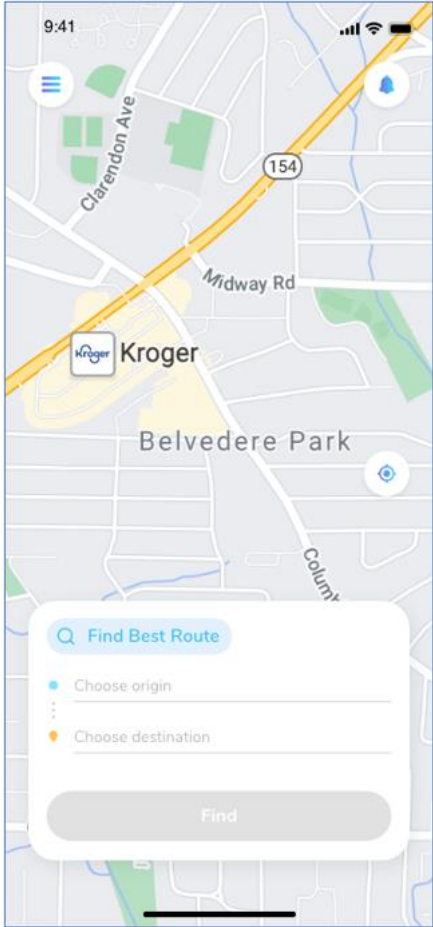
- Service to be branded as **MARTA Reach**
- 18 dedicated lift-equipped Mobility vans available for pilot
- Eight passenger capacity
- Vans equipped with Breeze fareboxes, Breeze Mobile validators, CCTV cameras, and tablet running driver app



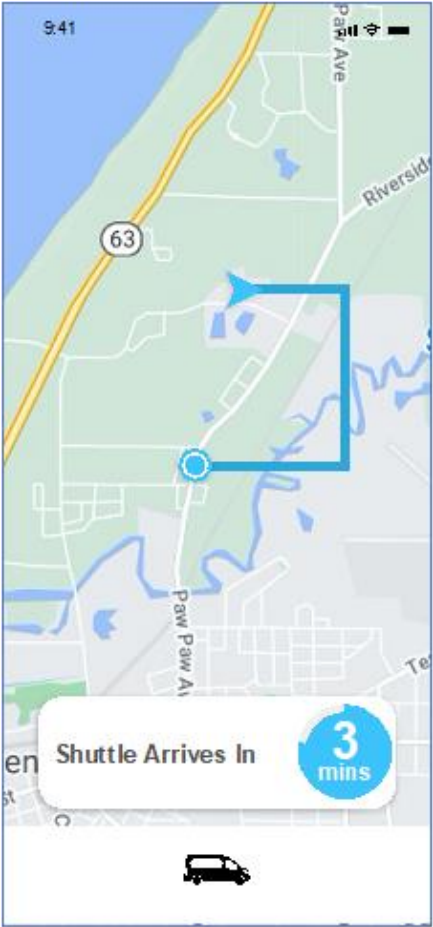
Rider Interface



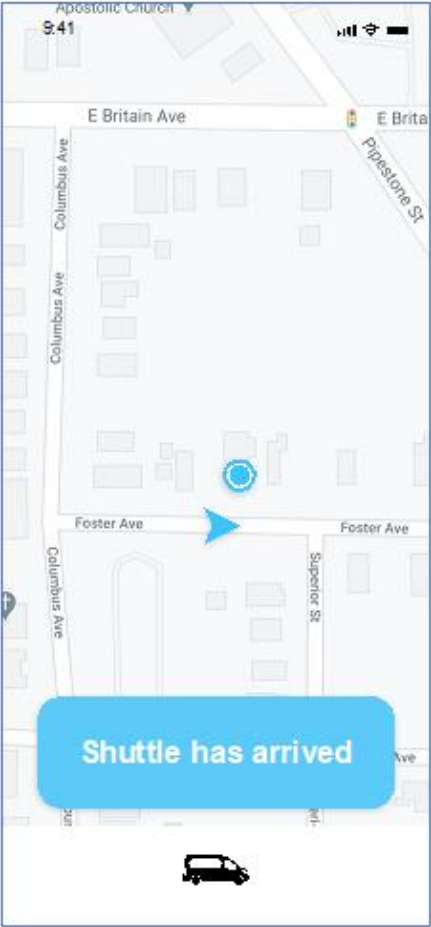
Sign Up / Log in



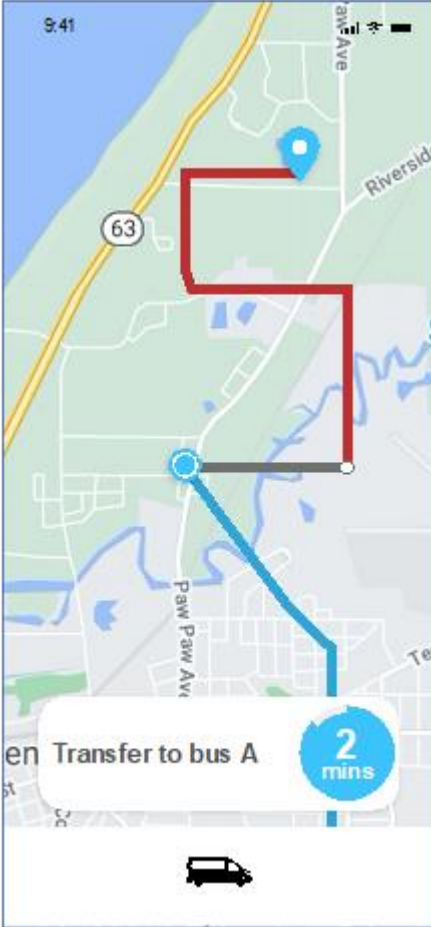
Request Trip



Track Vehicle



Vehicle Arrived

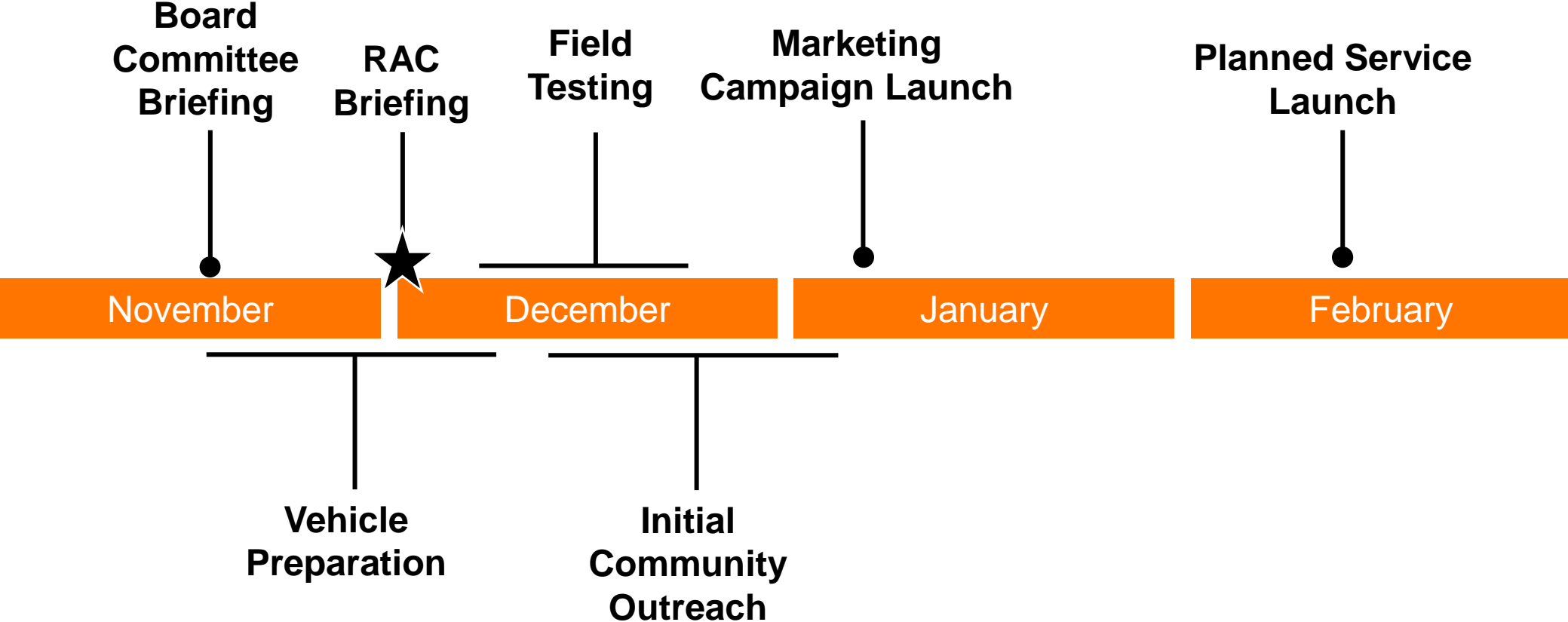


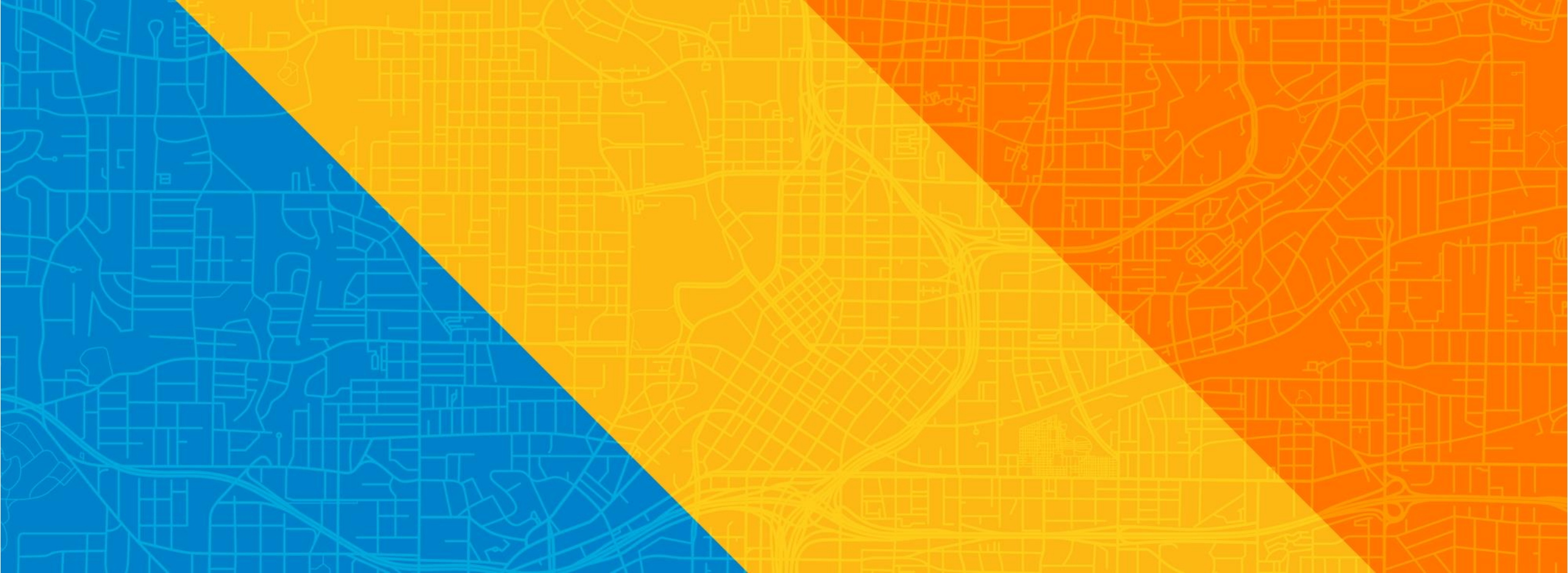
Transfer Info

Measuring Success

- **Service Effectiveness**
 - How well-utilized is the service?
 - Are costs sustainable for long-term operation?
- **Operations and Safety**
 - How frequent are maintenance/safety issues?
- **Access**
 - How well does service expand customer access to destinations?
- **Customer Experience**
 - Are typical wait and travel times acceptable?
 - Are customers satisfied with the service quality and usability?

Rollout Timeline





Thank You

