

Hello, RAC Members!

**MARTA
RAC MEETING
MARCH 5, 2025**

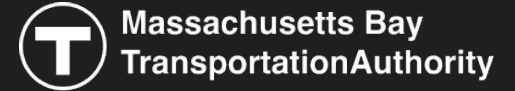
We're Reflexions.

We design and engineer
next-generation digital
experiences.



Who we are

- A team of transit enthusiasts who transform customer experiences for transit systems.
- Work on websites, apps, fare machines, and other customer touchpoints.
- Partner with transit agencies around the world.
- **Excited to work with MARTA to build a next generation, user-friendly replacement website.**



Phase 1: Discovery



PHASE 1: DISCOVERY

Learn from stakeholders what they need in a new website

- We've interviewed dozens of MARTA employees as well as MAC and advocacy groups.
- Tonight, we'll hear from all of you!
- Our goal: to understand specific needs —and translate them to opportunities
- As we design the new website, we'll get customer feedback, including riders with disabilities, to make sure we hit the mark



What we've heard so far



Southbound
To Five Pts, Airport

To Ellis Street EXIT

WHAT WE'VE HEARD SO FAR



Culturally, MARTA is at a turning point

- Pivoting from a car culture where public transit is seen by many as second tier
- Facing safety, cleanliness, and reliability issues
- Strong enthusiasm for the brand among some (like young, sustainability-focused riders)
- MARTA merch taps into hip, local vibe
- Passionate community – including you – eager for customer experience transformation

WHAT WE'VE HEARD SO FAR



Operationally, MARTA is in transition

- Enhancements like new rail cars and capital improvements are exciting. Yet there is short term frustration around service disruption
- Staff shortages – especially among bus operators – have a major impact on service

WHAT WE'VE HEARD SO FAR



Operationally, MARTA is in transition

- Many projects are underway to empower riders:
 - Real time information about where a bus or train is at every touchpoint
 - A dynamic trip planner – migrating from PDFs to interactive maps
 - Station upgrades with improved accessibility and amenities (smart rest rooms)

WHAT WE'VE HEARD SO FAR



Across stakeholders, consistent feedback

- Good content YET “overwhelming” to find what you need ...so you go elsewhere
- Often have to go to several places to “piece together” the information you need
- The website doesn’t do a good job representing the MARTA brand
- Alerts are challenging – too many, not personalized, can be inaccurate across channels

WHAT WE'VE HEARD SO FAR



Across stakeholders, consistent feedback

- Lack a robust trip planner – “people want to get in and get out with the information they want”
- Social is often far more up-to-date and engaging than the site
- If the website was easier to update, it would get updated more often



**WHAT WE'VE
HEARD SO FAR**

What the new replacement website needs to do:

- Tell the “MARTA story” better – announcing improvements and their impact on riders
- Provide accurate, real-time bus/train status – across channels
- Enable riders to know exactly where their bus or train is – and find nearby transfers
- Improve communication of “out of pattern” schedule changes – single track, special event

WHAT WE'VE HEARD SO FAR

What the new replacement website needs to do:

- Provide schedules that are easy to read and print
- Educate new/occasional riders how to ride MARTA
- Make it easy to find information about Capital projects – and their impact on service
- Use color and iconography for bus/train numbers in a way that is easy to scan
- Ensure that data is consistent across the site, app and social

Next steps & feedback



NEXT STEPS & FEEDBACK

Thank you for your insights and collaboration!

- We're here to learn how you use MARTA today and how the new website can best serve you (and others!)
 - A 10 minute survey
 - 3 break-out groups and a group share from the group captain
- The sky's the limit – any ideas, including those from other transit systems – welcome!

