



MARTA NEXTGEN BUS NETWORK REDESIGN

Riders Advisory Council Preview



For discussion purposes only | November 2024



Overview

- » Project Progress
- » NextGen Network Big Picture
- » Draft Network Outcomes
- » Travel Time Examples
- » The Road Ahead

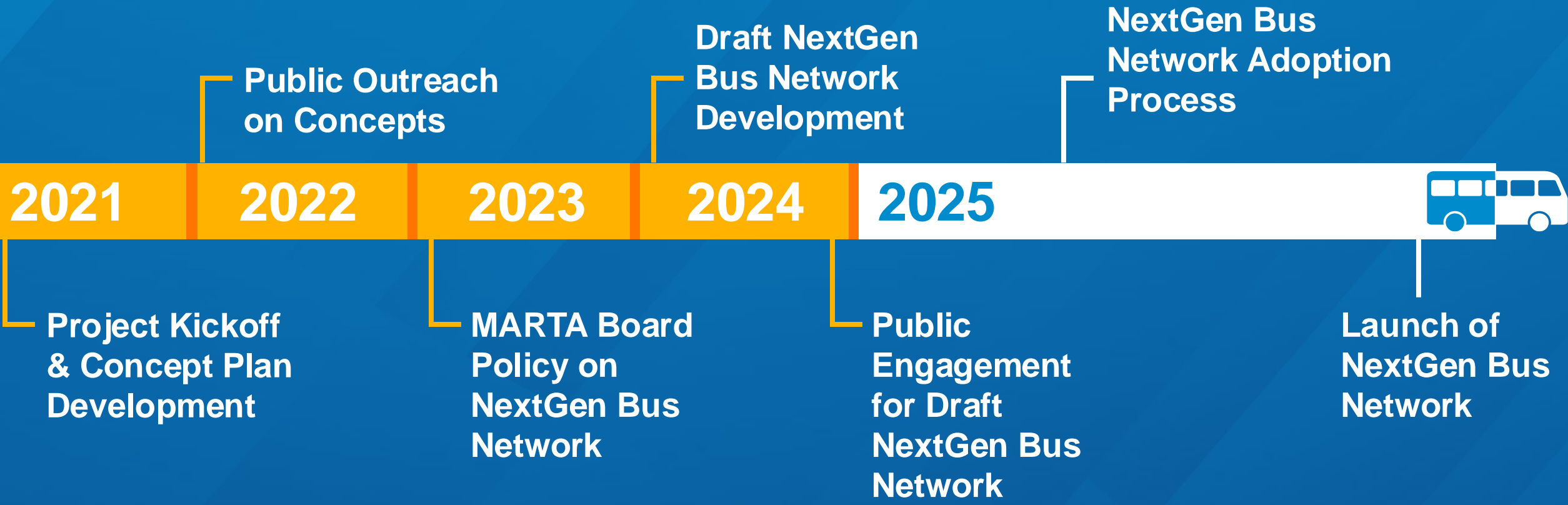


NextGen Progress Report





NextGen Bus Network: A Progressive Evolution





Past Engagement Activities



16

Days Of Network Design Workshops



6

Public Meetings with 125 Attendees



8,000

Survey Responses



26

Briefings to Elected Officials and Stakeholders



9

Inreach Learning Sessions (so far!)



NextGen Network Big Picture





The Network Through History

MARTA's bus network has **gradually evolved** over years of expansion and adjustment.



The NextGen Bus Network Redesign will be MARTA's **largest and most comprehensive** network plan since the Authority's founding.



Guiding Principles



Expand Access

Expand bus services to boost ridership, promoting economic growth, environmental benefits, and fiscal impact.



Future Facing

Plan for the community now and in the future, not for the travel patterns of the past.



Challenges

Accept that while the network will be a net improvement, some customers will object to the changes.



Equity

Provide quality bus service to reduce disparities and benefit the entire region through better access, equity, and growth.



Balance

Find the right balance between the competing goals of ridership and coverage.





The Big Picture



The NextGen Draft Bus Network provides **frequent service** (at least **every 15 minutes**) to **more than three times** as many residents as the current bus network.

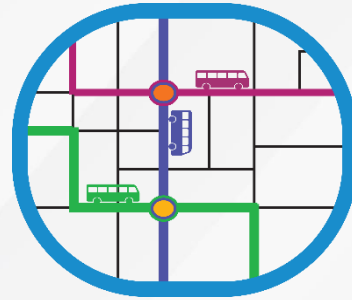
- » Major improvements in access to jobs, fresh groceries, education, healthcare, and other opportunities
- » Major improvements for minority communities and low income



Key Features of the NextGen Bus Network



More frequent services



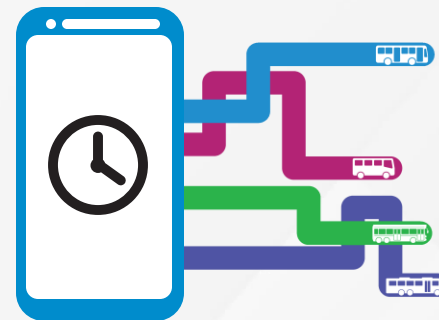
Simpler routes with fewer transfers



Access to more places in less time



Timed transfer locations



New on-demand service



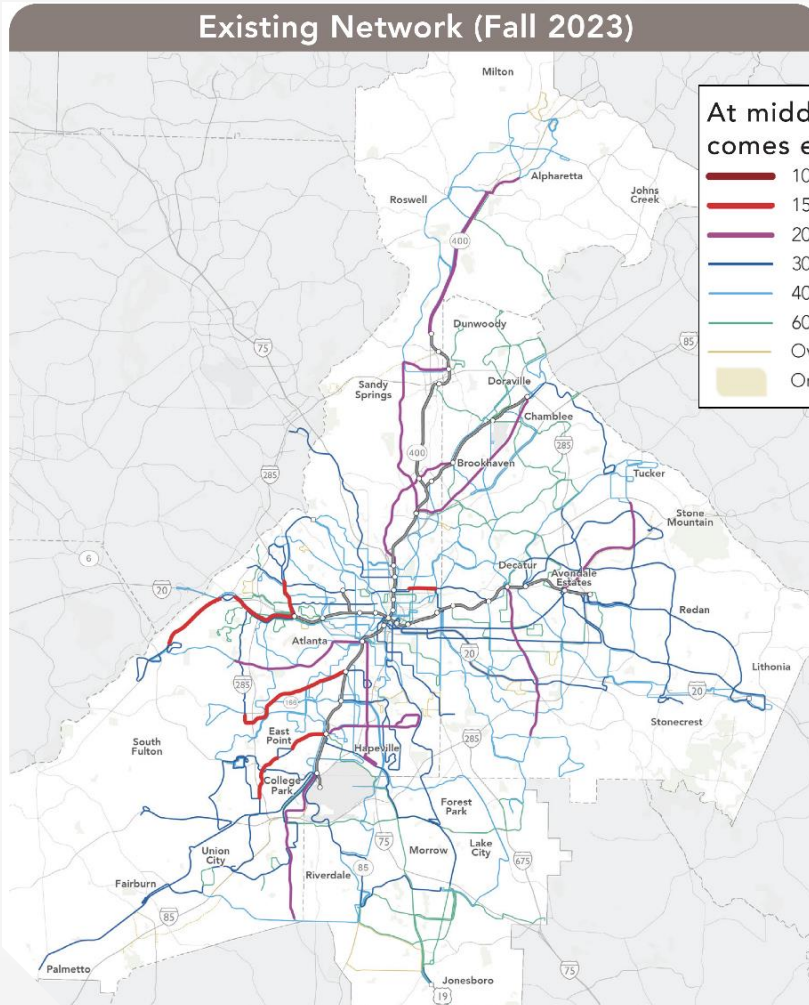
Networks Compared



Existing ▶

- » 113 fixed bus routes
- » **Frequent** service on 5 corridors
- » **20-minute** service on 9 more routes
- » 5 peak-hour-only routes
- » No on-demand zones

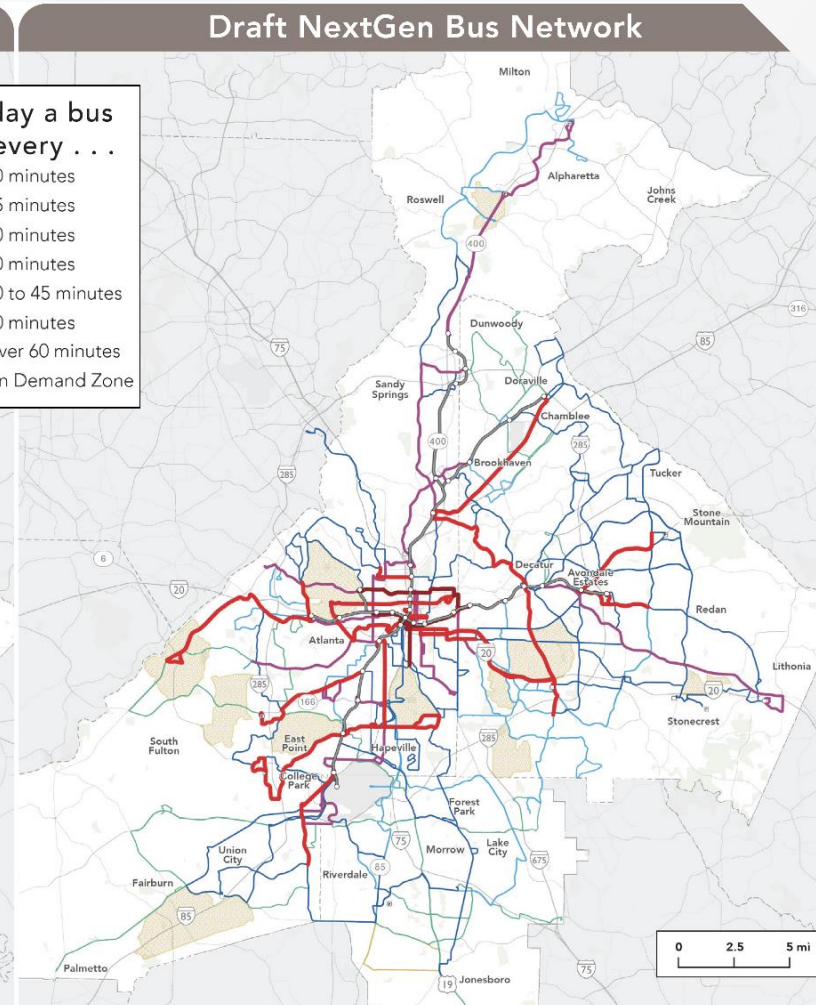
Note: "Frequent" means service **every 15 minutes** or better.



Draft NextGen Bus Network

◀ Draft

- » 79 fixed bus routes
- » **Frequent** service on 18 corridors
- » **20-minute** service on 13 more routes
- » 12 on-demand zones
- » No peak-only service
- » All routes and on-demand zones operate 7 days a week





On-Demand Service

- » 12 On-Demand Zones in the Draft Network
- » Request a ride via an app, computer, or by calling MARTA
- » Designed for short local trips within zones, or quick connections to frequent service and transfer points
- » Wait time target maximum of 30 minutes
- » Some trips may be scheduled in advance





Draft Network Outcomes





How Many People Near Transit?



People Served: 623,100
+12,500 (+2%) overall



Frequent Service: 133,900
+95,100 overall

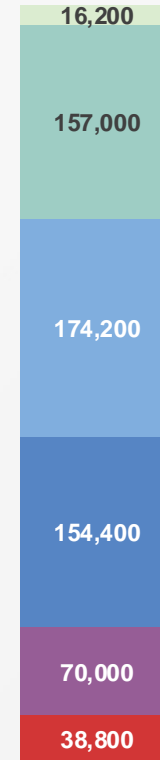


30 Mins or Better: 406,400
+143,200 overall



Assumes a ¼ mile distance to transit service

610,600



Fall 2023

623,100

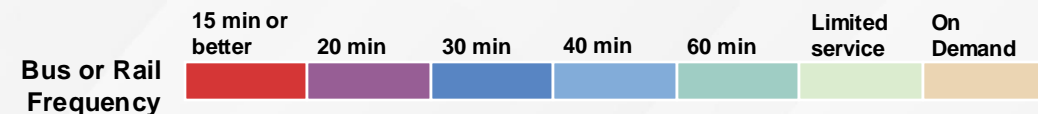


Draft New Network

+2% served by the Draft Network

+54% near 30 minute or better service

+245% near 15-minute frequent service





Minority Residents Near Transit



Frequent Service: 92,600

+64,700 overall

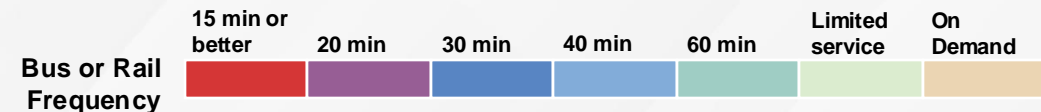
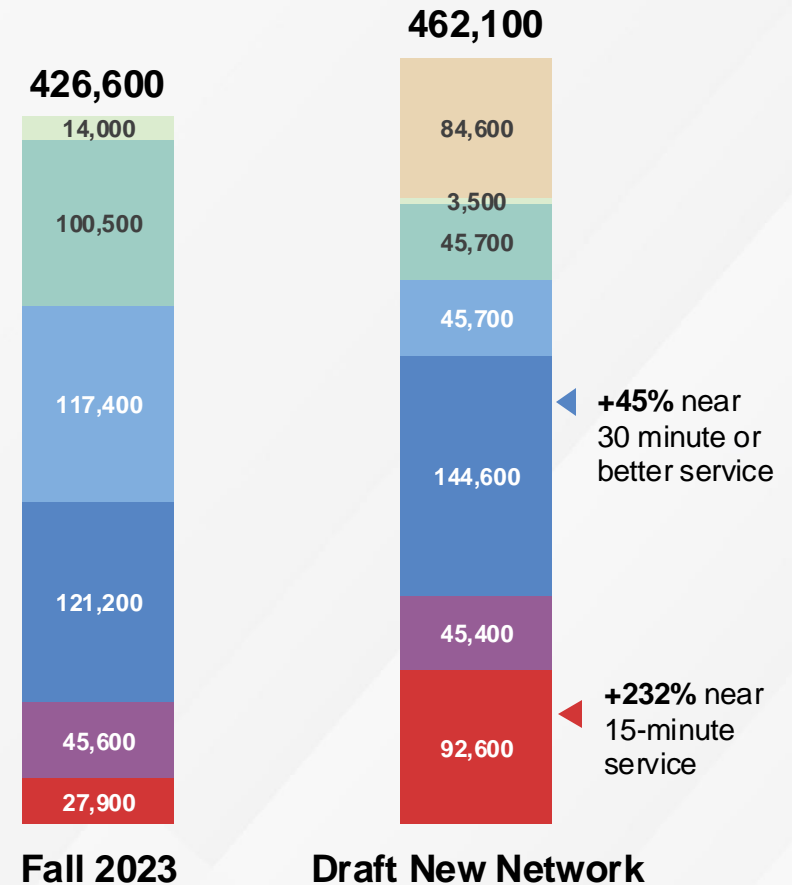


30 Mins or Better: 282,600

+87,900 overall



Assumes a 1/4 mile distance to transit service





Low-Income Residents Near Transit



Frequent Service: 39,500

+26,400 overall

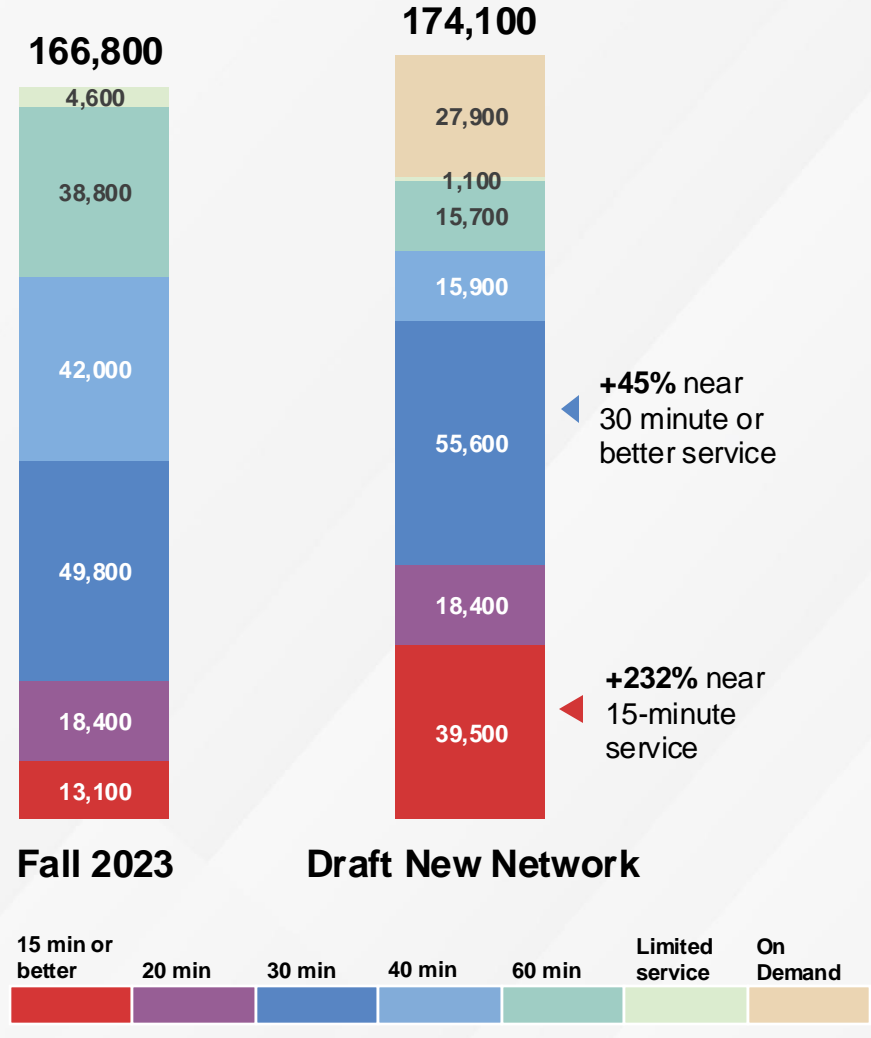


30 Mins or Better: 113,500

+32,300 overall



Assumes a 1/4 mile distance to transit service





How Many Jobs Near Transit?



Jobs Served: 522,800
522,800 (93%) overall of existing service



Frequent Service: 204,000
+103,300 overall

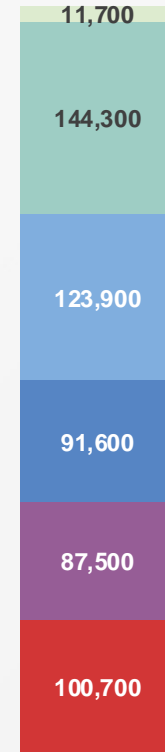


30 Mins or Better: 424,600
+144,800 overall



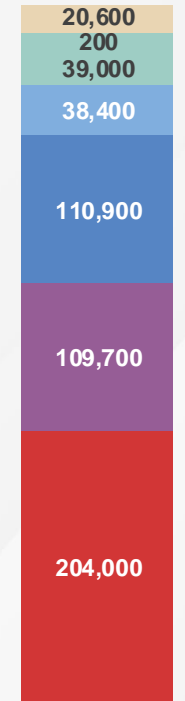
Assumes a ¼ mile distance to transit service

559,700



Fall 2023

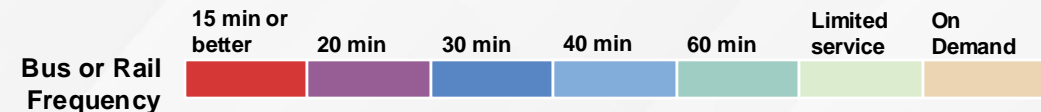
522,800



Draft New Network

+52% near 30 minute or better service

+103% near 15-minute service





Job Access Improvements

- » Most areas see increases in jobs reachable in 60 minutes on transit.
- » For the average resident, the number of jobs reachable increases:

8,600
+17%

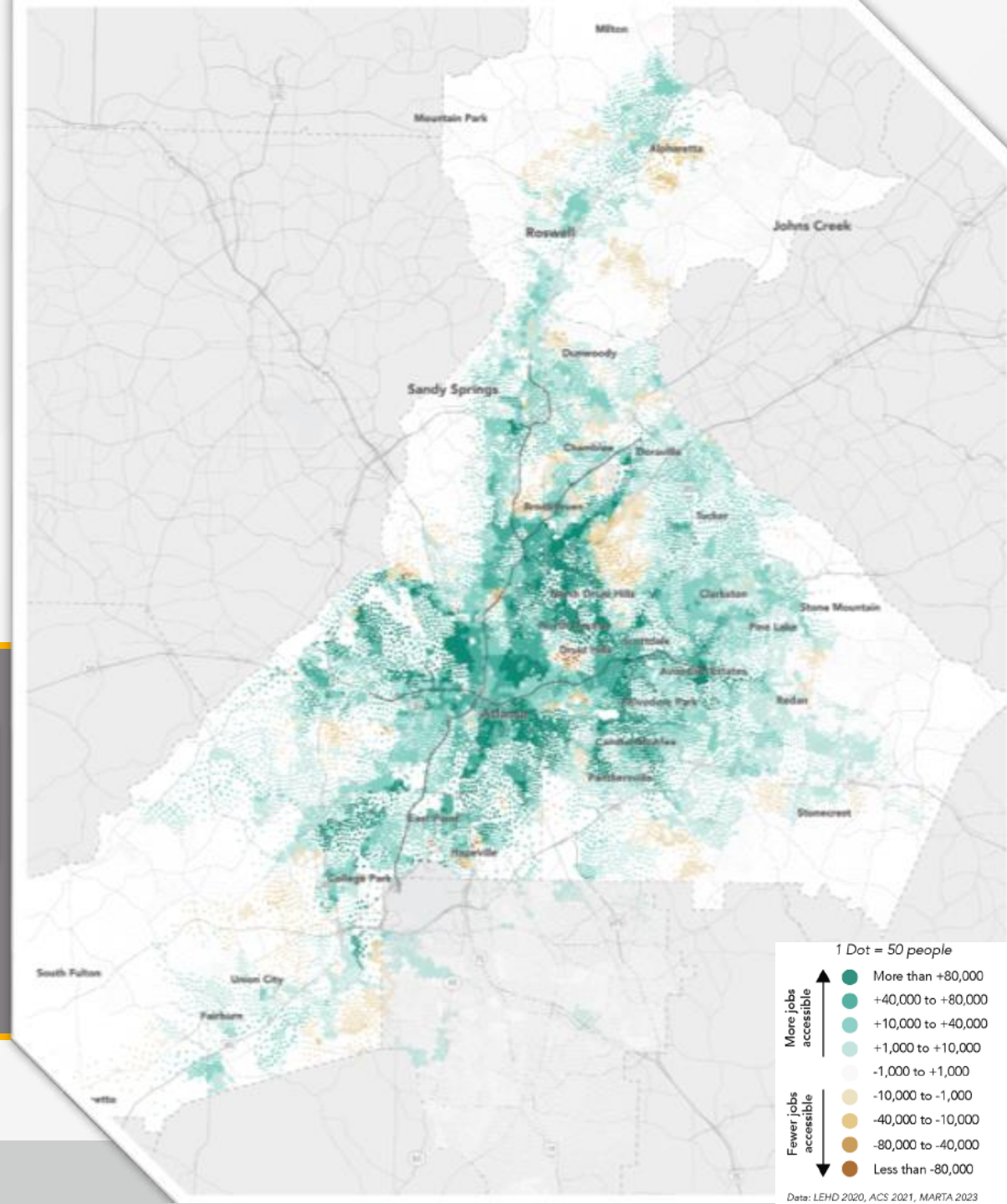
more jobs reachable
in 45 minutes

8,700
+18%

more jobs reachable
in 60 minutes

43,200
+13%

more jobs reachable
in 90 minutes



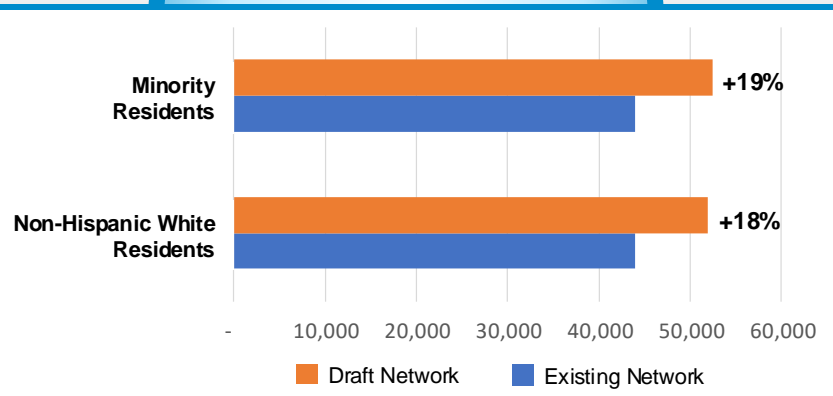


Job Access Improvements for Disadvantaged Groups

» Disadvantaged groups see equal or better job access gains within 60 minutes.

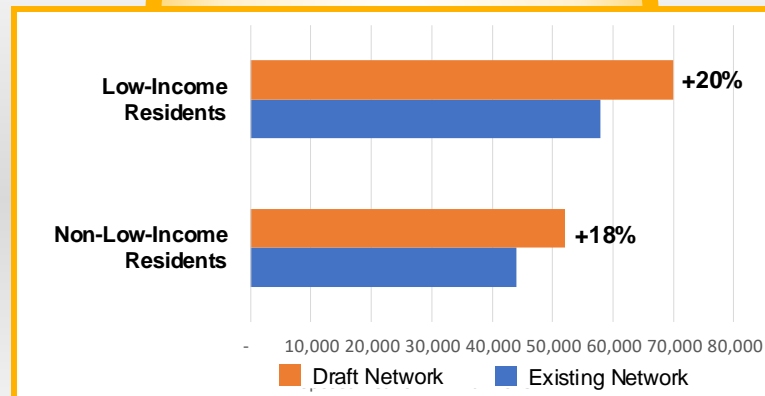
+9,200

(+19%) for Minority Residents overall



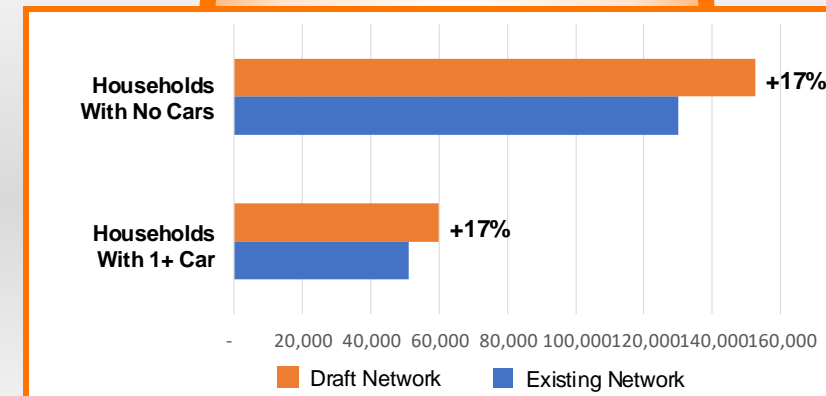
+11,800

(+20%) for Low-Income Residents overall



+23,300

(+17%) for Households Without a Car overall





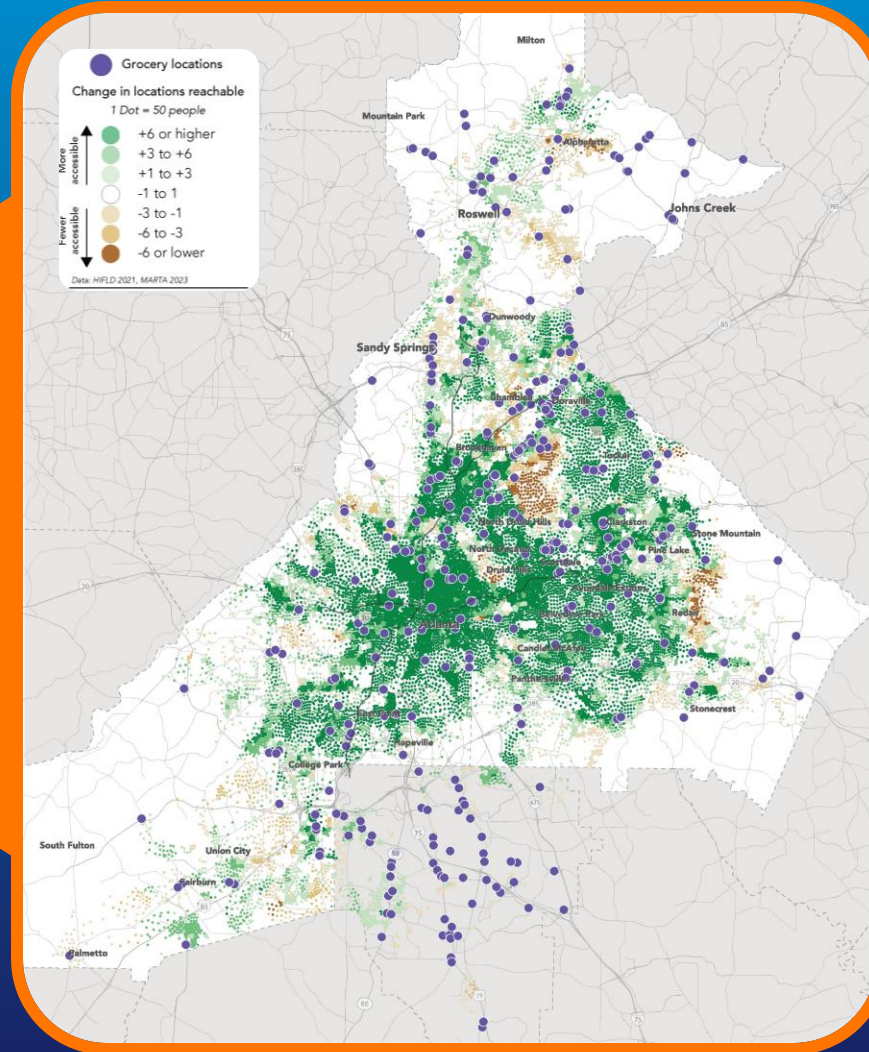
Improved Access to Key Destinations

+19%
More Colleges/
Universities



+25%
More Grocery
Stores

+26%
More Hospitals



Residents will have improved access to these locations within 60 minutes travel.





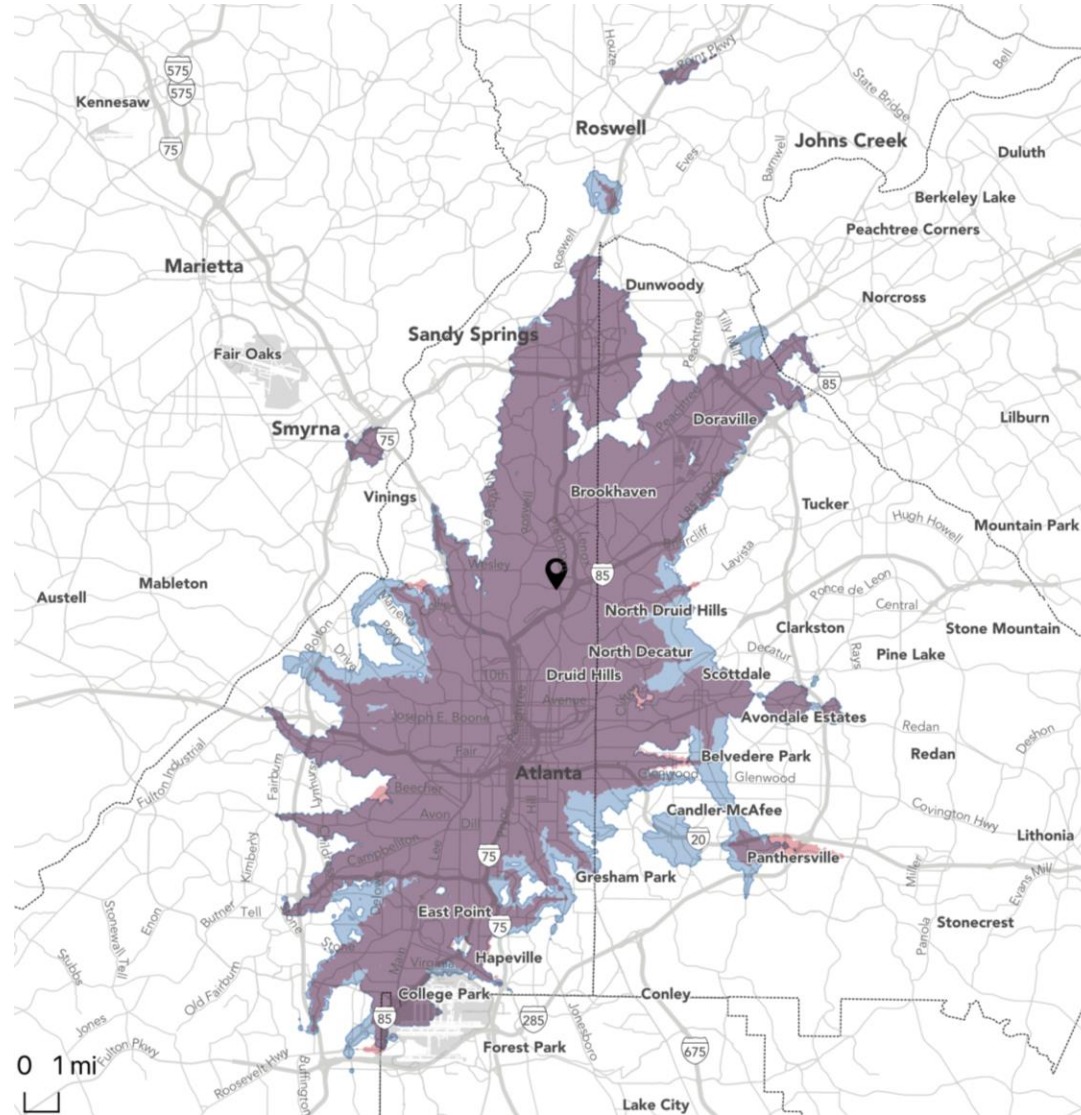
Travel Time Examples





How Far Can I Travel in 60 Minutes?

From MARTA Headquarters at noon on a weekday:



How does the Draft New Network change access?

Total jobs reachable by existing network:	699,600
Total jobs reachable by draft new network:	730,100
Change in jobs reachable:	+30,500 +4%

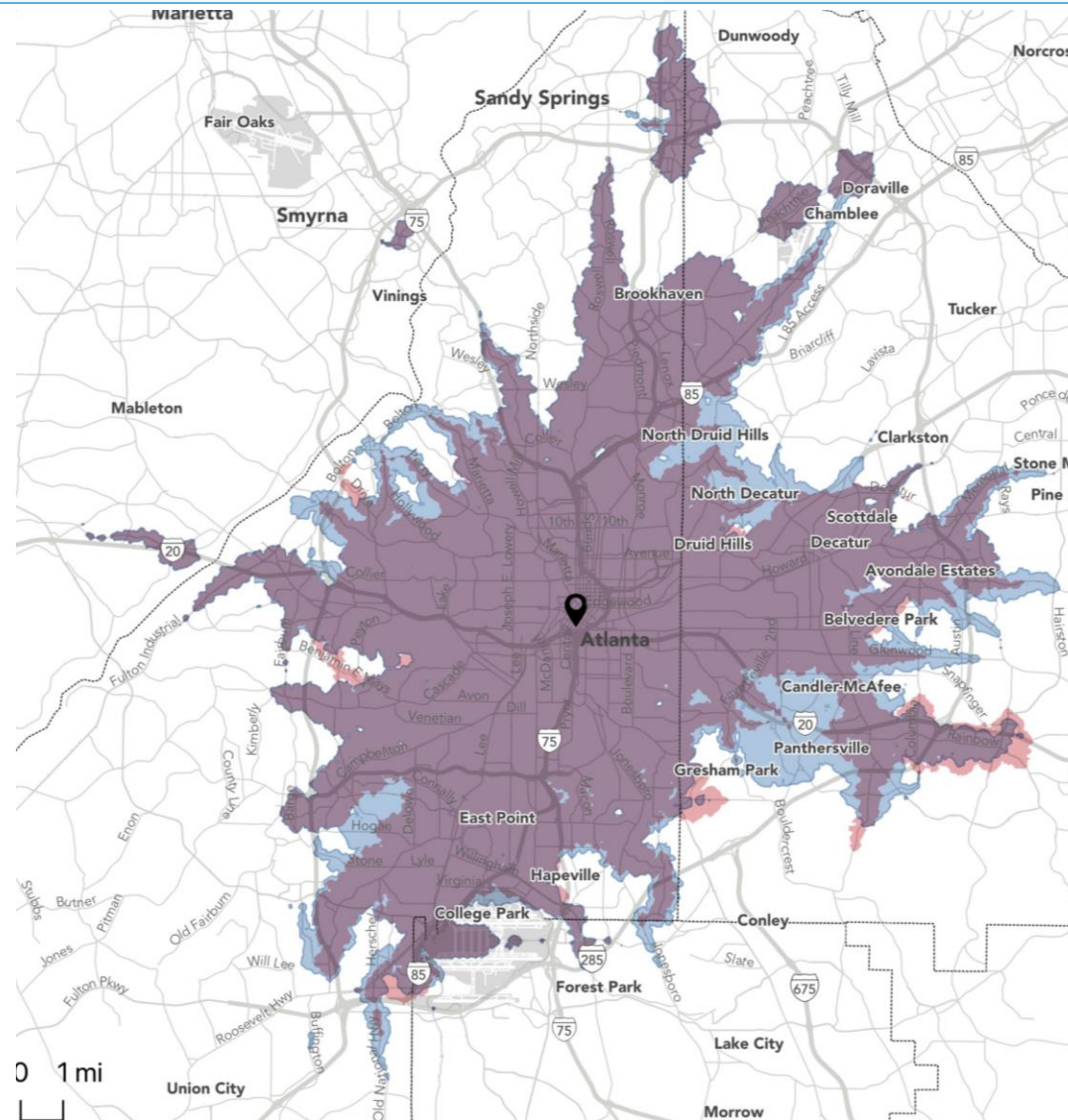
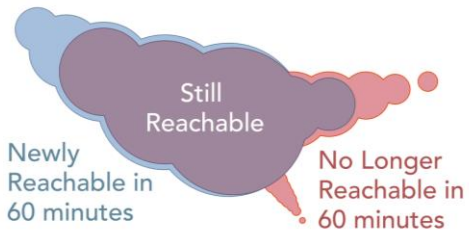
Total residents reachable by existing network:	612,200
Total residents reachable by draft new network:	671,400
Change in residents reachable:	+59,200 +10%





How Far Can I Travel in 60 Minutes?

From **Downtown Atlanta** (Fulton County Courthouse) at noon on a weekday:



How does the Draft New Network change access?

Total jobs reachable by existing network:	625,100
Total jobs reachable by draft new network:	666,000
Change in jobs reachable:	+40,900 +7%

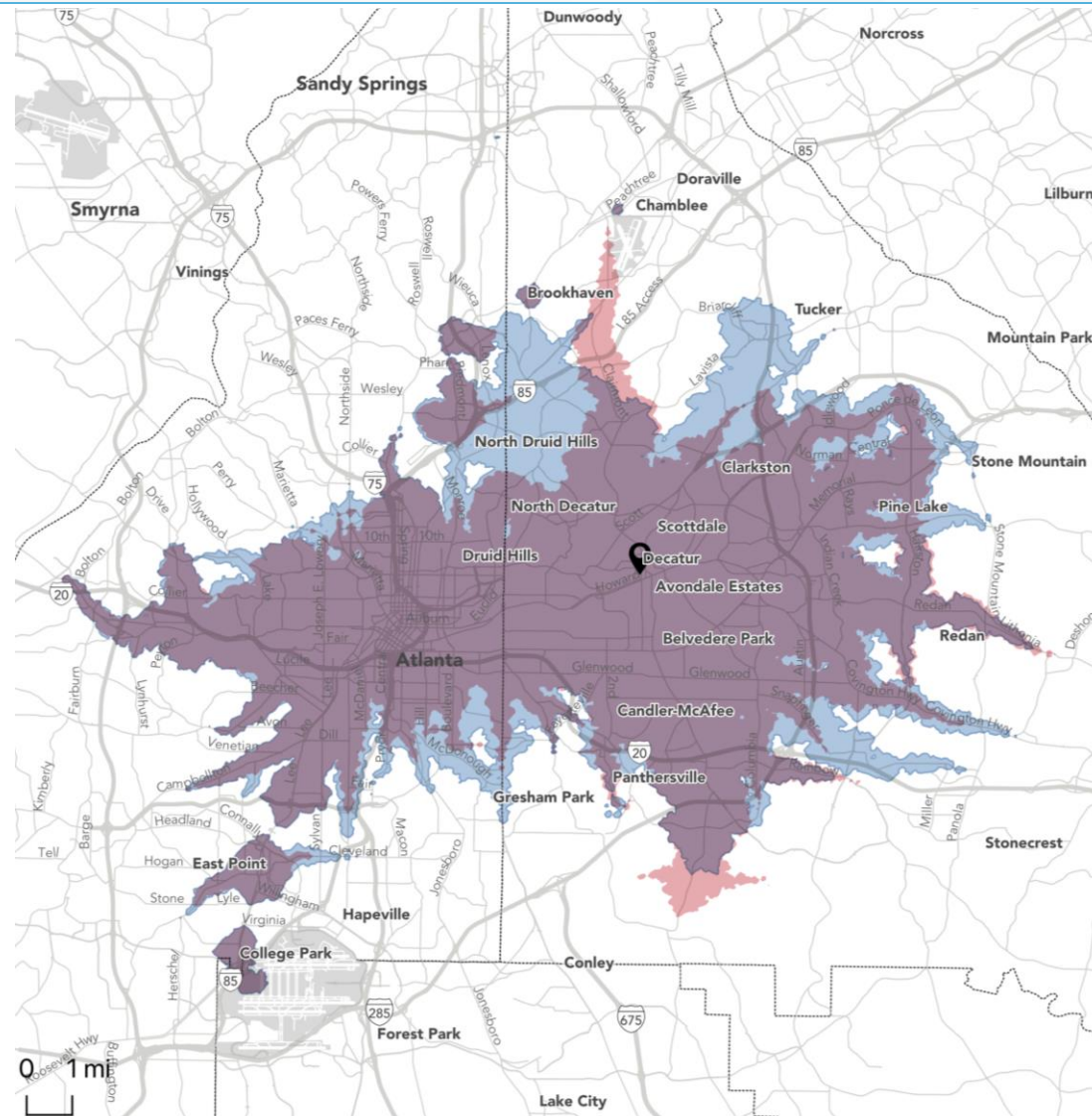
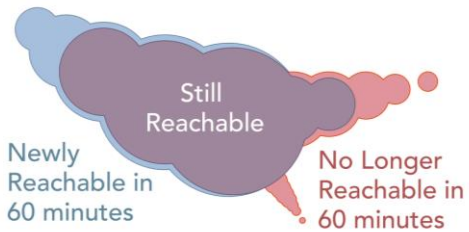
Total residents reachable by existing network:	613,300
Total residents reachable by draft new network:	673,400
Change in residents reachable:	+60,100 +10%





How Far Can I Travel in 60 Minutes?

From **Downtown Decatur** (DeKalb County Courthouse) at noon on a weekday:



How does the Draft New Network change access?

Total jobs reachable by existing network:	417,800
Total jobs reachable by draft new network:	474,800
Change in jobs reachable:	+57,000 +14%

Total residents reachable by existing network:	499,600
Total residents reachable by draft new network:	583,500
Change in residents reachable:	+83,900 +17%





NextGen Network: The Road Ahead





NextGen Project Next Steps



**Jurisdictional
Staff Briefings**

Fall 2024



**Public Engagement
(meetings, surveys,
interactive mapping
resources)**

Fall/Winter 2024



**Refine the Draft
Network**

Winter 2024/Spring 2025



Board Approval

Spring 2025



**Extensive Preparations
for Service Changes
(training, rider education,
infrastructure, and more)**

Spring-Fall 2025



**New Network
Launch**

Late 2025

Note: Dates subject to change.



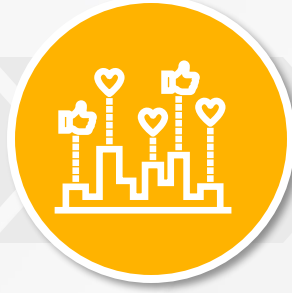


Public Engagement Next Steps



Preview Phase *Fall 2024*

- Generate awareness via traditional and social media
- Information campaign
- Stakeholder network preview briefings
- Launch project branding



Draft Network Engagement *Winter 2024*

- Present network and receive feedback from the public
- Rider outreach campaign
- In-person and virtual public meeting series
- Co-host distributed outreach events



Refine & Finalize Network *Winter 2024/Spring 2025*

- Compile and assess public feedback
- Refine network based on input received
- Public hearings and Board adoption process



Rider Education *Spring-Fall 2025*

- Roll out public education campaign for the adopted network

Note: Timeline subject to change.





Thank you

