



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.

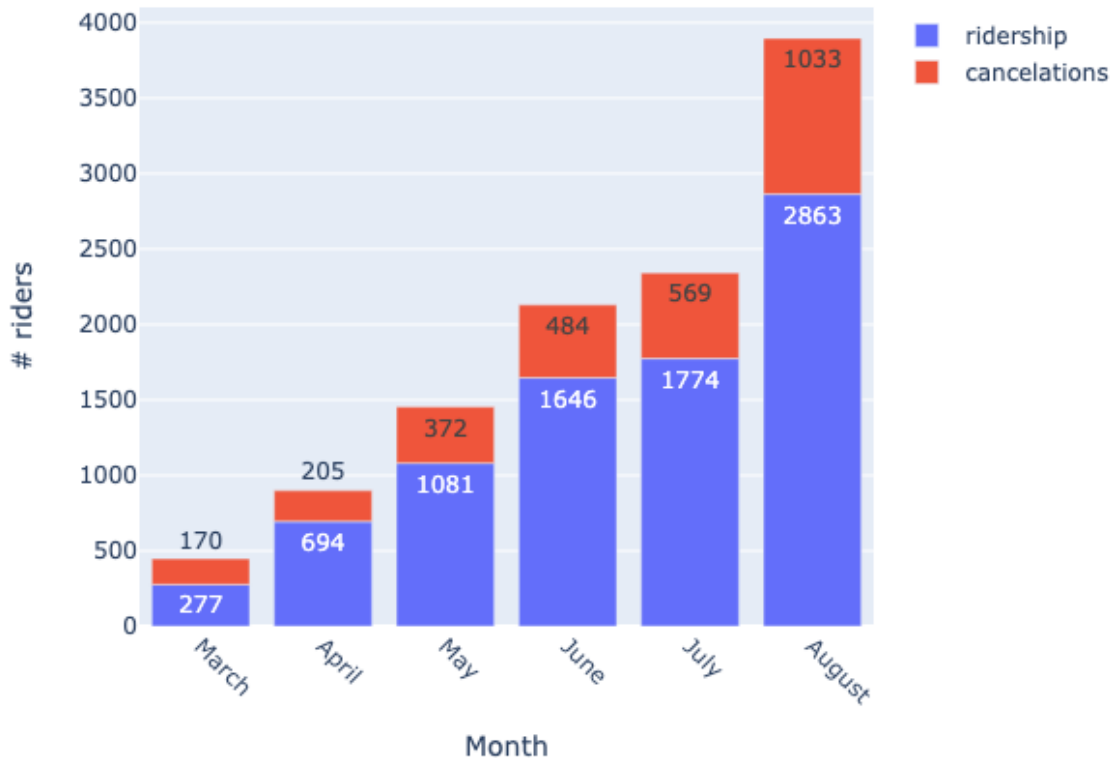
Evaluation is the second half of any successful service pilot.



Photo of Reach vehicle

# Ridership Overview

Monthly MARTA Reach Ridership & Cancellation



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

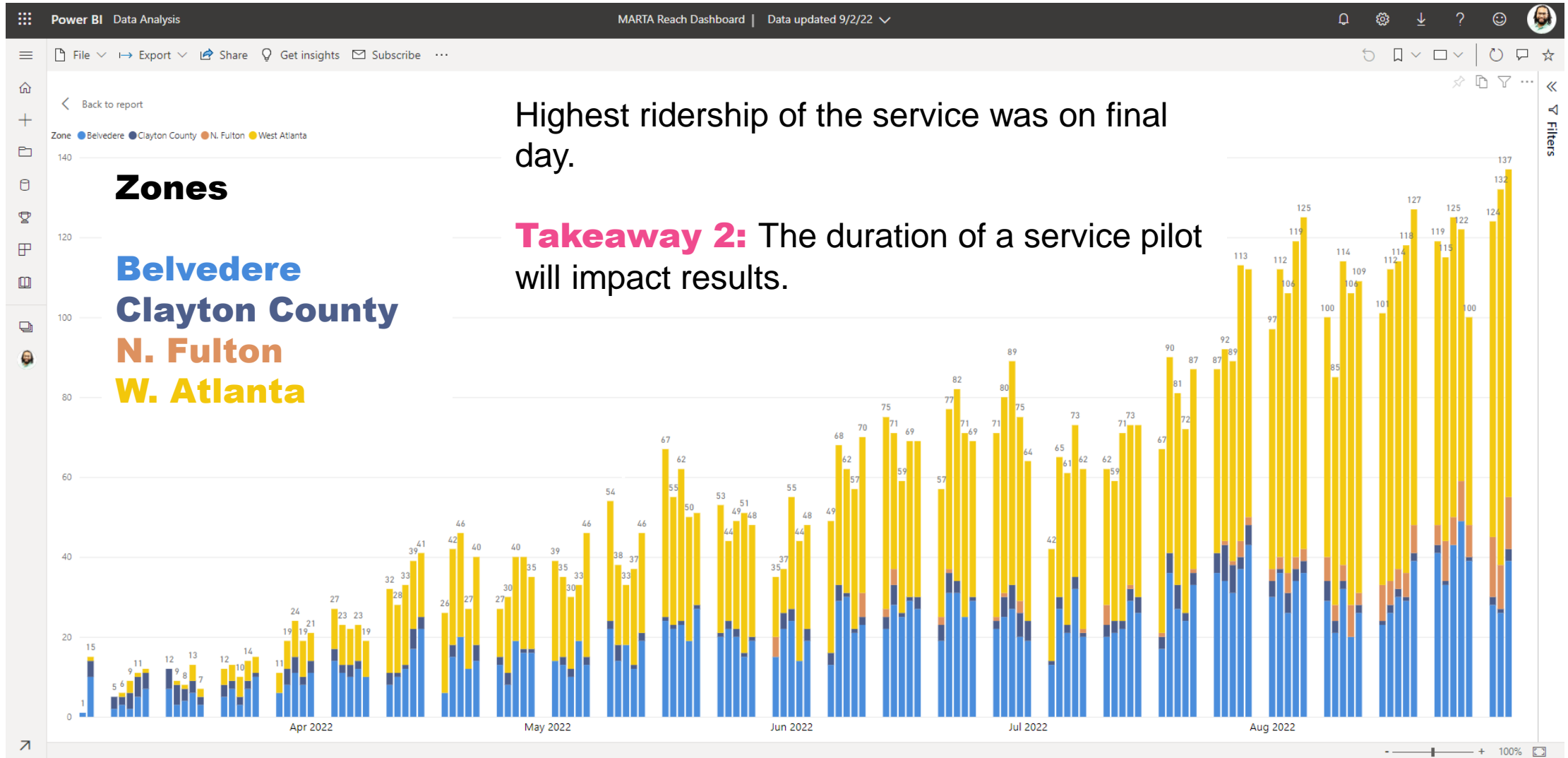
~35% of all Reach trips were taken in August.

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

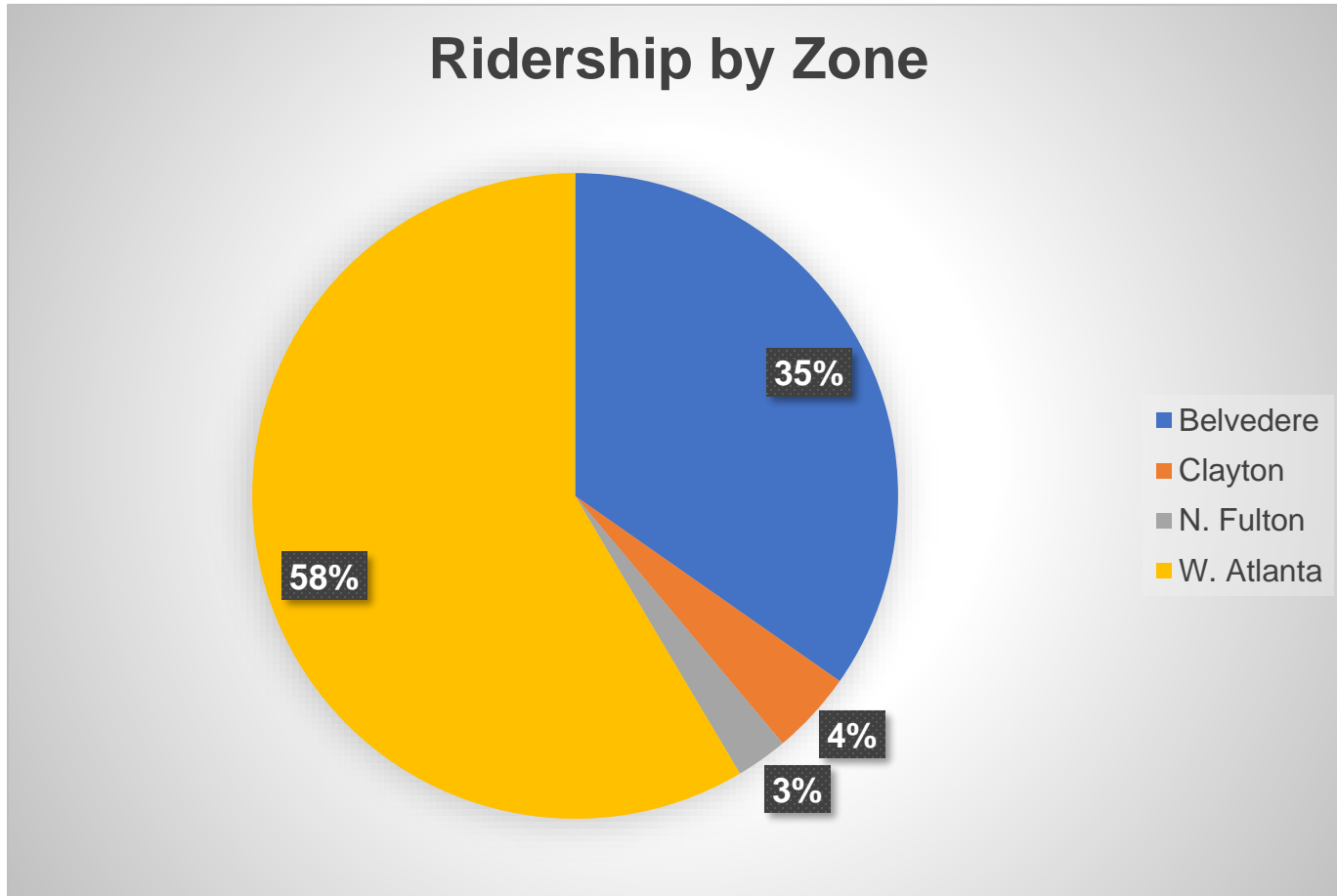
*\*West Atlanta and Belvedere zones expanded on May 16<sup>th</sup>*

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

# Zonal Ridership



# Zonal Ridership

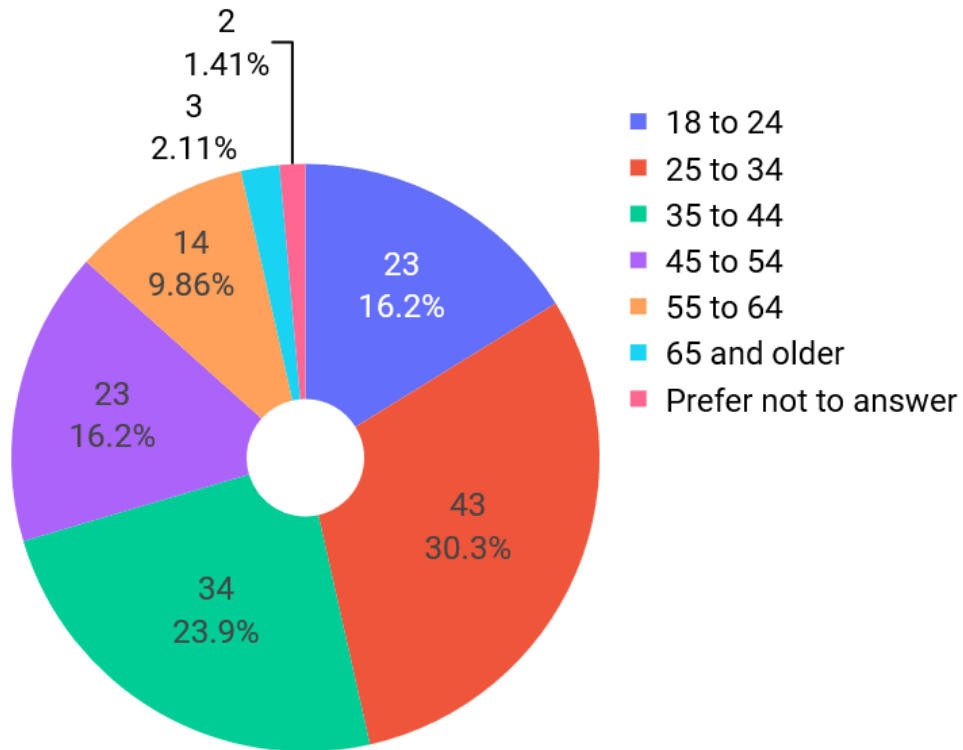


58% of all Reach trips were taken in the W. Atlanta zone.

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

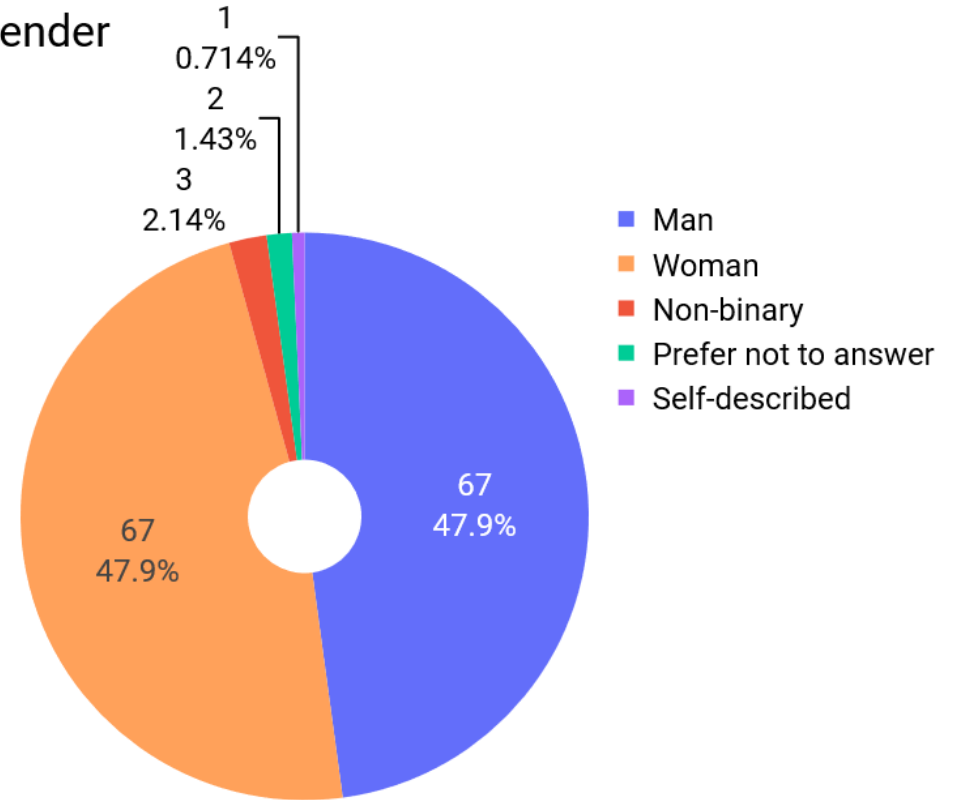
# Reach Riders

Age range



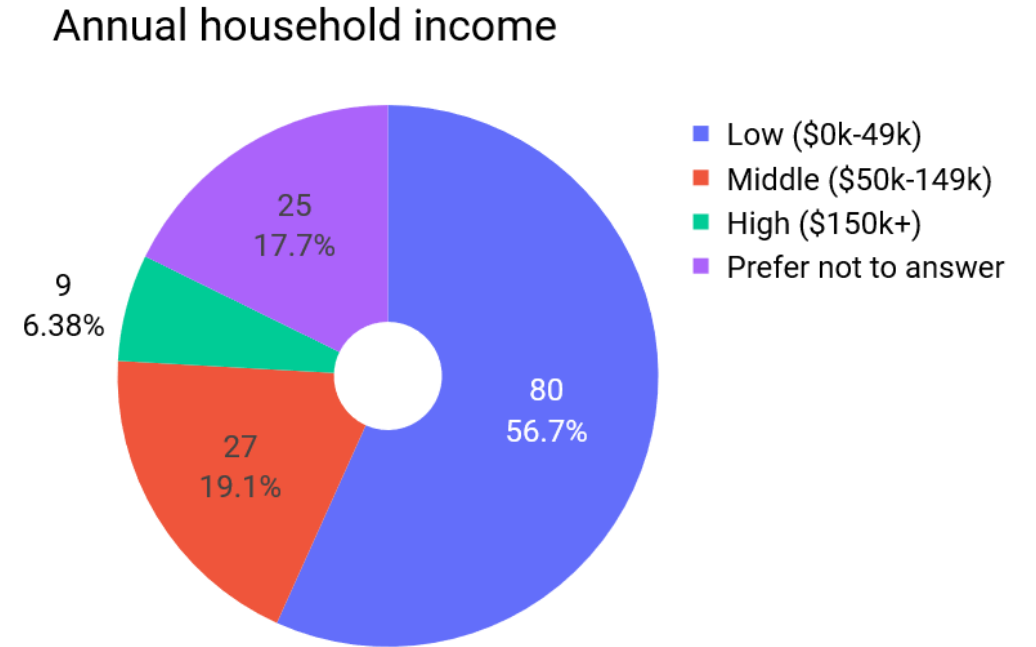
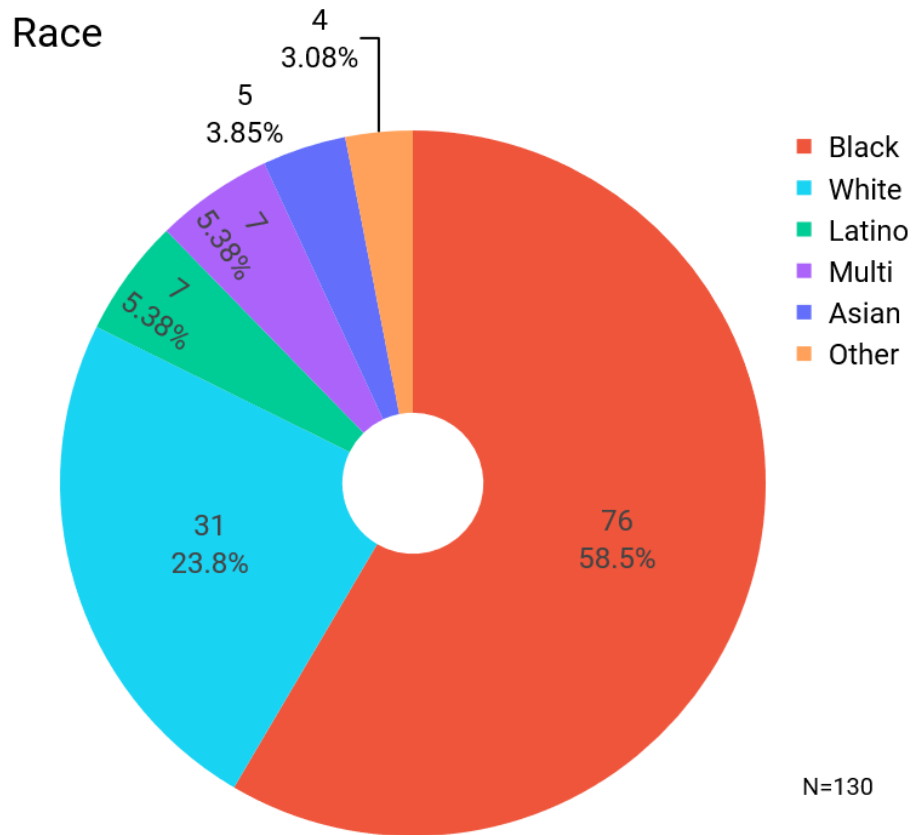
N=142

Gender



N=140

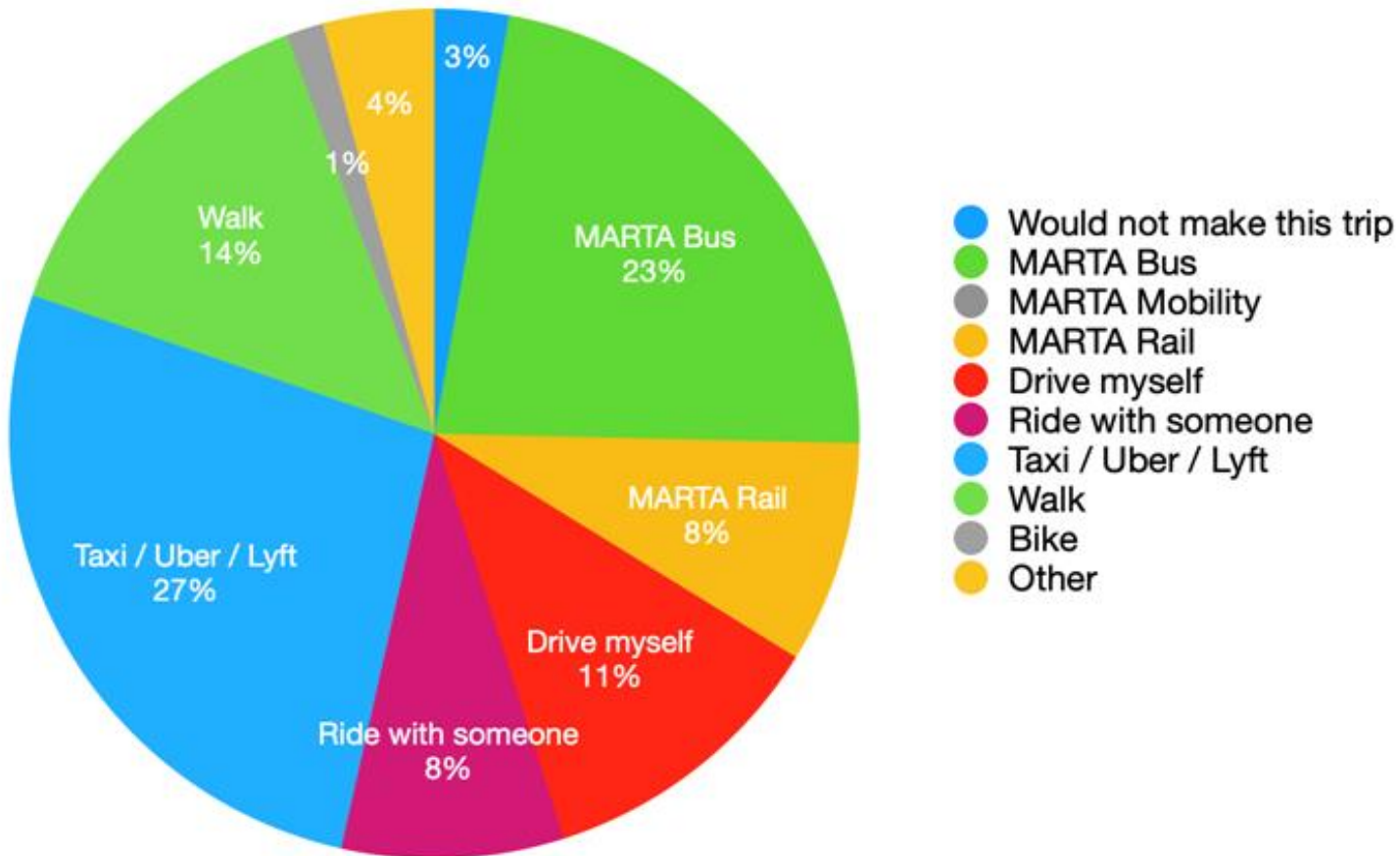
# Reach Riders (cont.)





# Trips

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

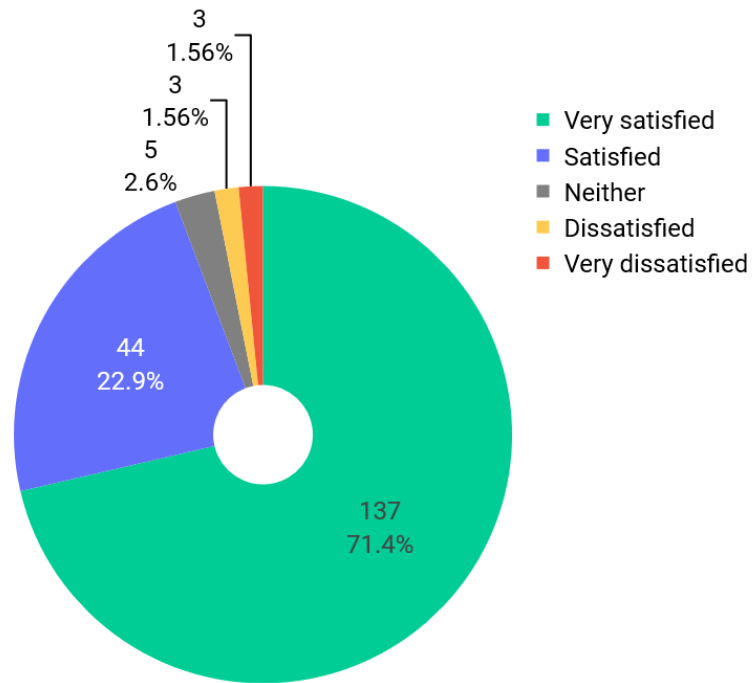


Reach diverted some trips from SOVs, carpooling, and rideshare

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

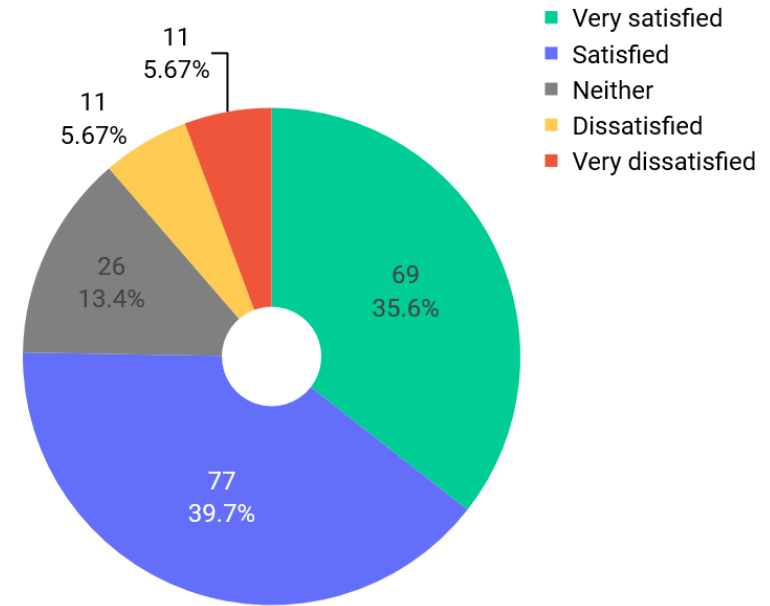
# Rider Satisfaction

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>**

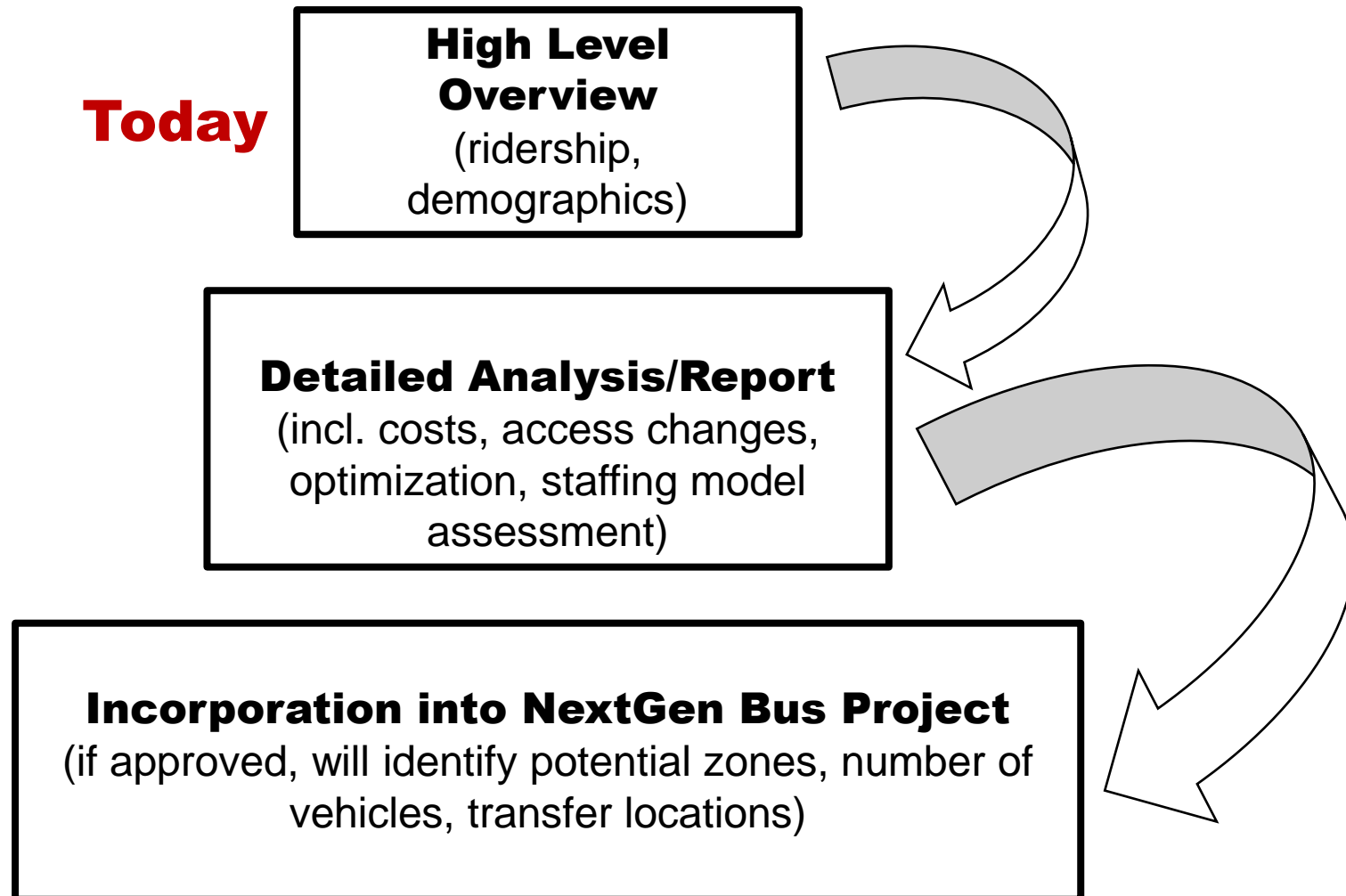
**Scenario 3**  
***Fully MARTA  
Supported Model***

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



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 **Georgia  
Tech.**



# Thank you!

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