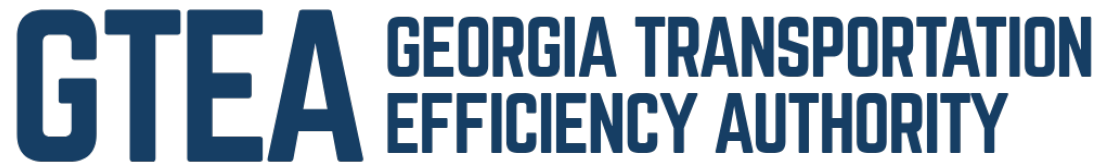


Transit Operations Committee

Proposed Agenda

Wednesday, August 19, 2026

- I. Call to Order
- II. Approval of the Agenda for August 19, 2026
- III. Xpress Redefine the Ride (RtR) Year in Review



Xpress Redefine the Ride (RtR) Year in Review

Jonathan Ravenelle

Chief of Transportation Analysis, Finance &
Program Implementation

August 19, 2026

Xpress Redefine the Ride (RtR) Year in Review

Background

- 1) Xpress has historically experienced high ridership and customer satisfaction pre-pandemic
- 2) In June 2025, ATL implemented RtR on a “preliminary” basis, in response to low ridership as well as a reduction in State funds in FY 2025 and expiration of Federal CARES Act funding
- 3) Post-RtR Xpress customer satisfaction has fallen but remains high based on 2025 customer survey

Change

- 1) Update newly-formed GTEA Board of ongoing Xpress initiatives, performance, and customer satisfaction
- 2) GTEA Board will act in October to make permanent the 2025 “preliminary” Xpress service changes

Recommendation

- ✓ Board action on “preliminary” service adjustments to adopt as permanent baseline Xpress service level moving forward
- ✓ Continued service monitoring, ensuring Xpress continues to outperform industry-average utilization

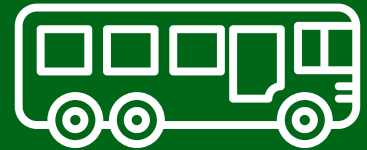
Post-Pandemic Response and Georgia State Appropriations Act (FY 2025)



**\$4M reduction in
State Appropriations
for Xpress Service**



**Directed development
of operational plan
commensurate with
passenger demand**



**Coordinate with
local transit
providers to
streamline operations**

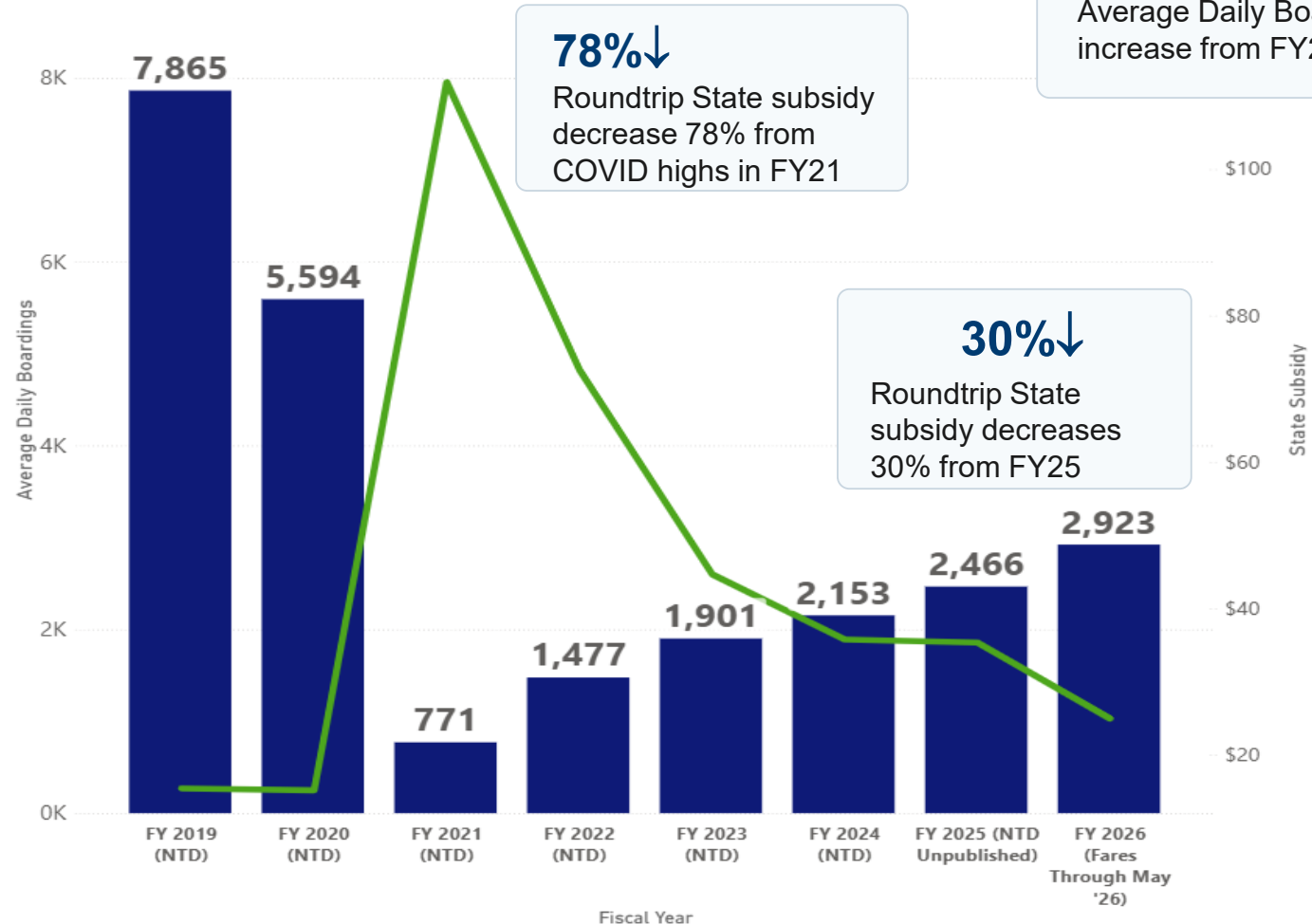
Xpress Round Trip State Subsidy Continues to Improve (FY 2019 – FY 2026)*

Average Daily Boardings and State Subsidy by Fiscal Year

*All dollars are in 2026 dollars

● Average Daily Boardings

● State Subsidy



RtR+ System Changes and Results

Pre-RtR (FY25) & FY26 & Percent Change

Total Regional Commuter Bus*			
Trips	299	123	-59%
Daily Boardings	3,330	2,915	-12%
Utilization	25%	49%	+97%

I-75 N/I-575*			
Trips	49	13	-73%
Daily Boardings	282	281	0%
Utilization	12%	43%	258%

I-20 W/SR 6			
Trips	22	12	-45%
Daily Boardings	333	305	-8%
Utilization	30%	53%	74%

I-85 S			
Trips	8	6	-25%
Daily Boardings	87	47	-46%
Utilization	22%	16%	-27%

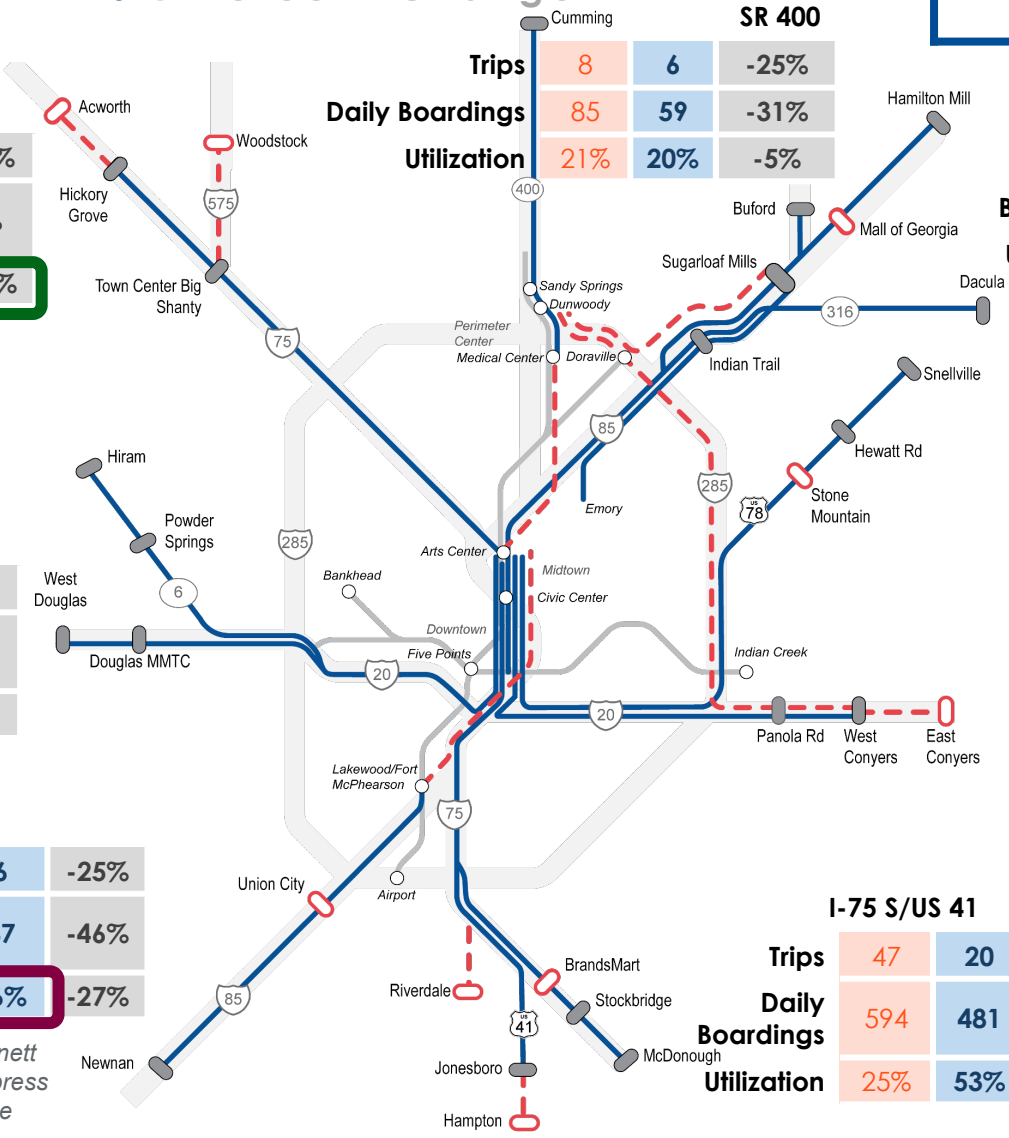
SR 400			
Trips	8	6	-25%
Daily Boardings	85	59	-31%
Utilization	21%	20%	-5%

I-85 N*			
Trips	116	46	-61%
Daily Boardings	1,324	1,217	-8%
Utilization	27%	54%	100%

US 78			
Trips	14	8	-43%
Daily Boardings	204	189	-7%
Utilization	29%	48%	66%

I-20 E			
Trips	35	12	-68%
Daily Boardings	423	337	-20%
Utilization	24%	59%	146%

I-75 S/US 41			
Trips	47	20	-62%
Daily Boardings	594	481	-19%
Utilization	25%	53%	110%



* FY 2025 values include Ride Gwinnett and CobbLinc Service. Additional Xpress service funded by CobbLinc and Ride Gwinnett after the RtR.

N

Park and Ride (P&R)

P&R Closed

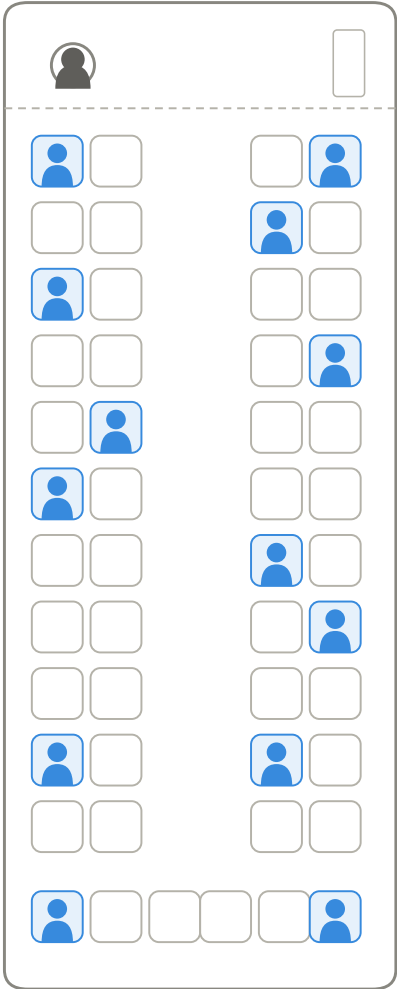
Xpress Routes

Discontinued Service

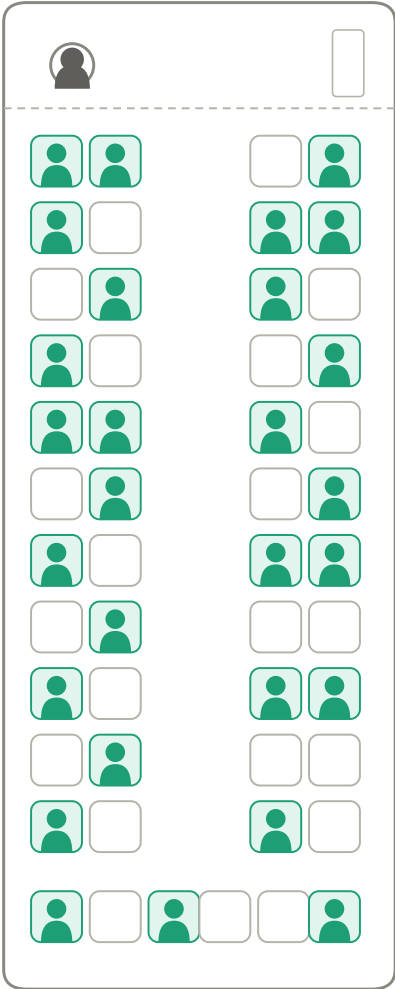
MARTA Rail Station

Utilization Pre and Post RtR

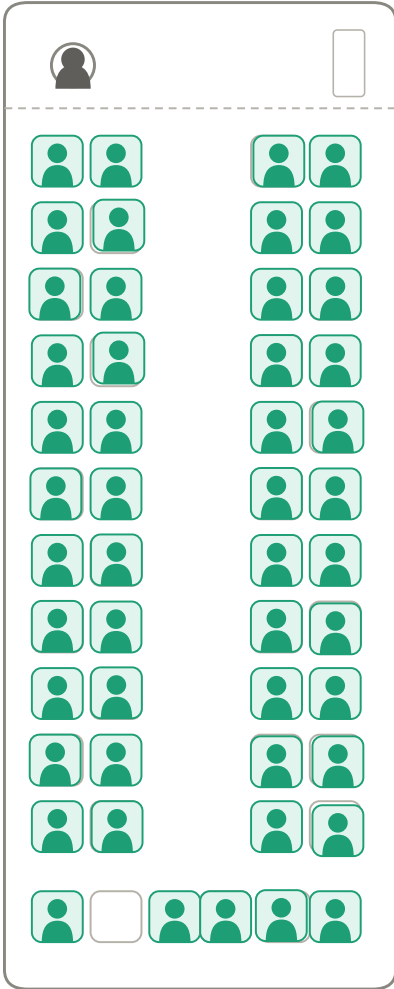
Systemwide Average
Pre-RtR 25%



Systemwide Average
Post-RtR 49%



I-85 North's Route 430, 3:00PM
Average Utilization 98%



Xpress Performance Year in Review

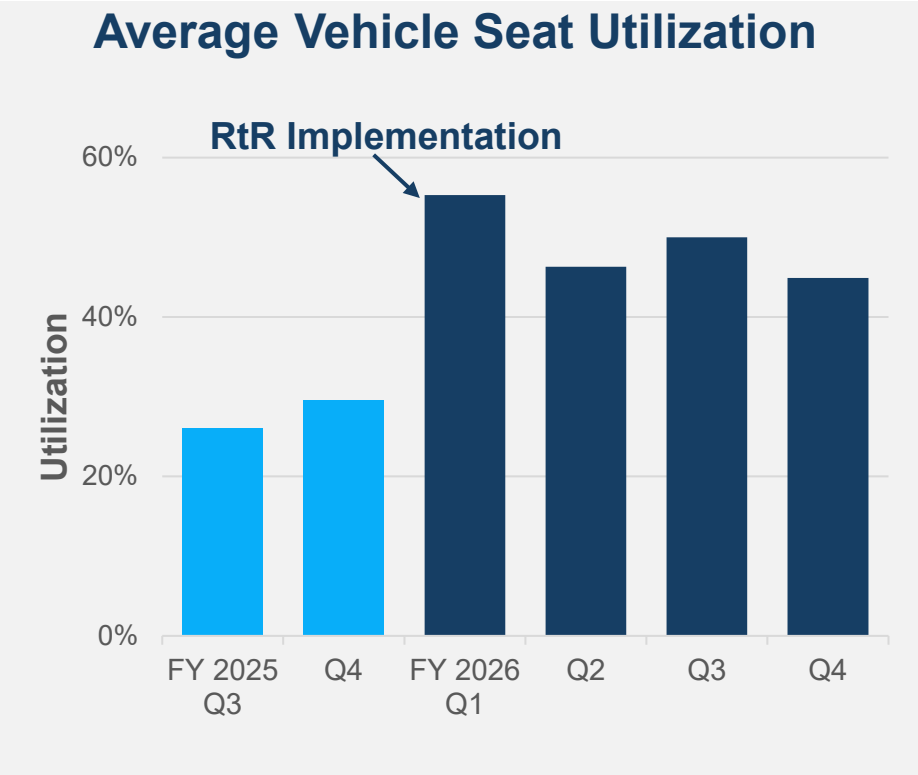
(FY 2026)

**3,000**

Average
Daily
Boardings

**49%**

Vehicle
Utilization



✓ Xpress outperforms historical nationwide average on utilization

	2019	2024	FY 2026
Industry Average	28%	21%	*
Xpress Service	39%	19%	49%

**2025 (FY 2026) Federal Transit Administration data not available.*

Xpress Customer Survey (Fall 2025)

- Routine survey regularly conducted every 1-3 years
- First customer survey conducted since RtR implementation

Objectives



Satisfaction & Benchmarking



Compliance & Planning



Amenity Demand



Operational Insights

Key Topics



Rider Profiles



Travel Behavior

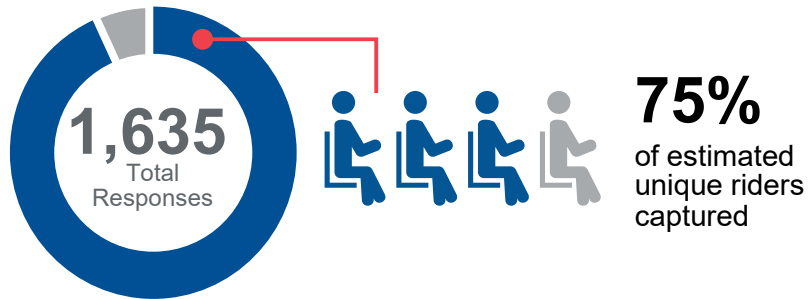


Service Satisfaction



Future Preferences

Survey Timeline and Response

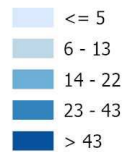


To achieve high participation, the survey was publicized through:

- **20** park & ride visits
- **1,700+** rider interactions
- Social Media, Email, Mobile App and Website, Flyers, A-Frame Displays

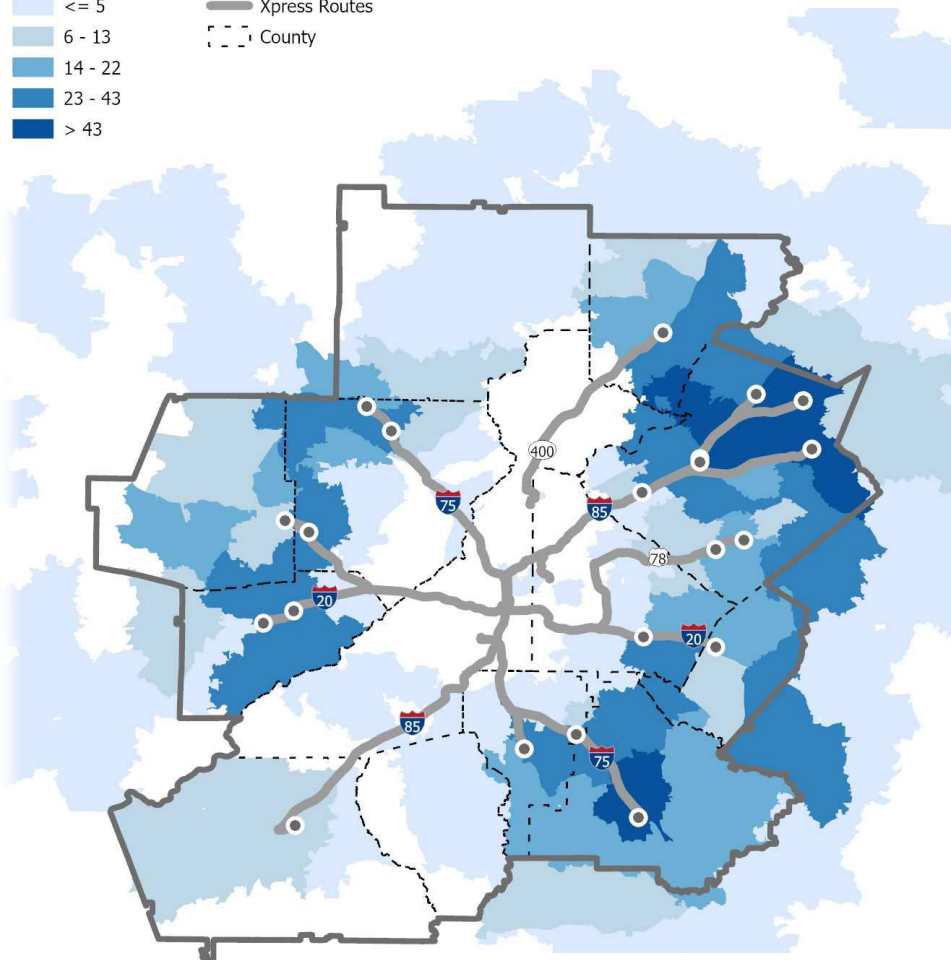
Travel Behaviors

Respondents per
Home ZIP Code



● Xpress Park-
and-Rides
— Xpress Routes
--- County

Home Zip Codes



87% of riders reside within the
Compliance Zone Counties

Top Reasons for Riding Xpress



Avoid traffic

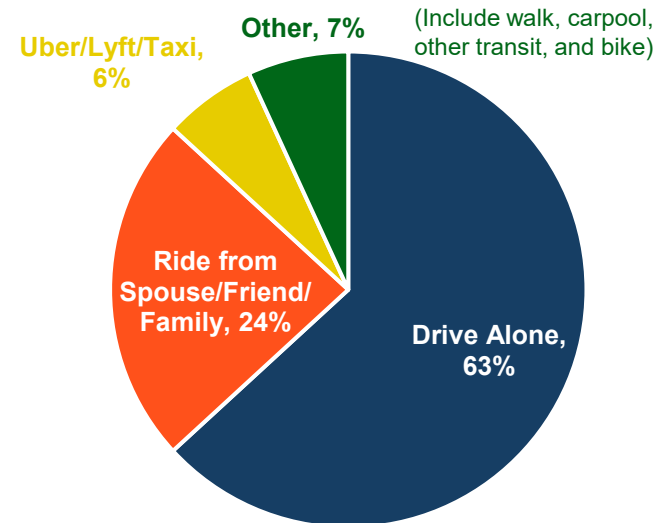


**Read/rest/work
during commute**



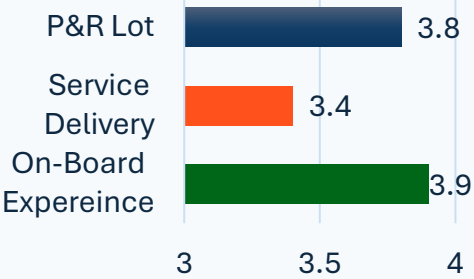
Save money

Systemwide Park & Ride Access

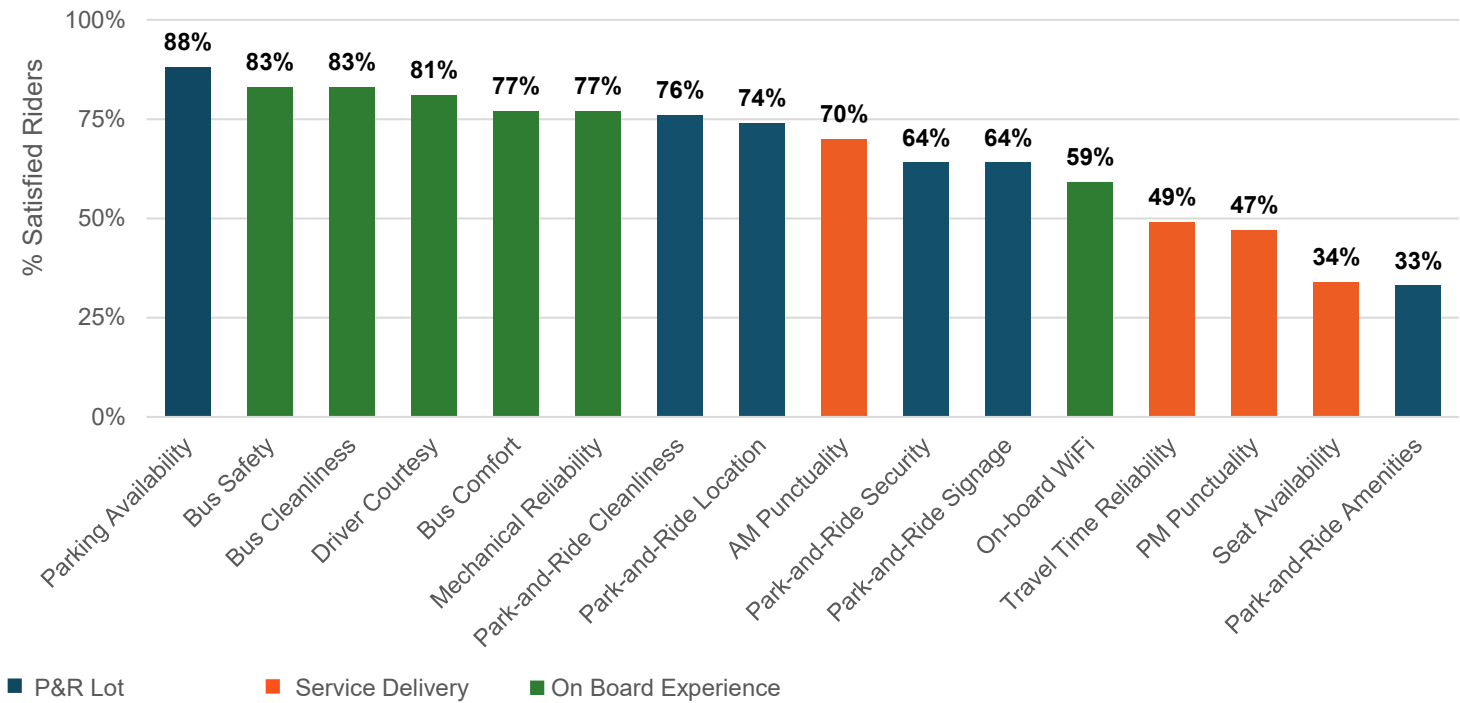


Service Satisfaction

Average Satisfaction Score by Category



Satisfied Riders by Experience Type

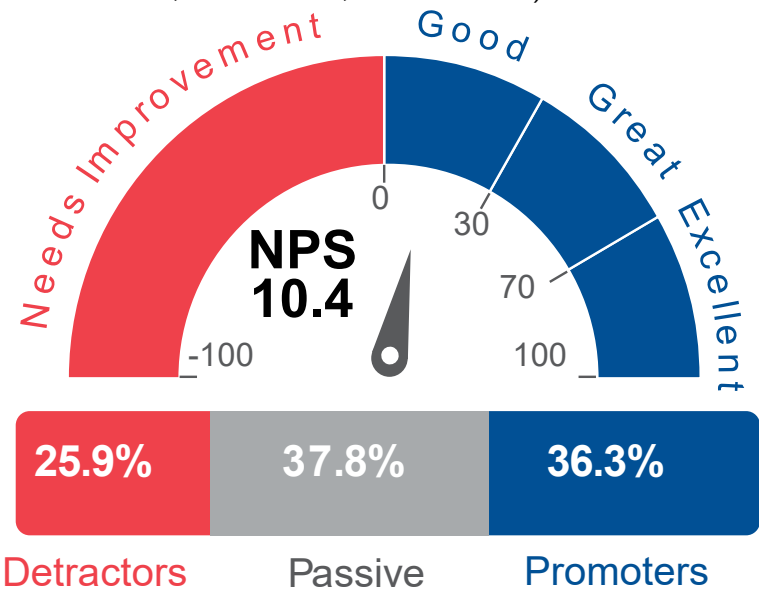


Service Satisfaction: Xpress Net Promoter Score

Based on the survey question “How likely are you to recommend Xpress to a friend or colleague?” (0-10 Scale)

Commonly used customer loyalty metric, calculated by subtracting % Detractors from % Promoters.

(Detractors: <7, Passive: 7-8, Promoters: >8)



“ Utilizing the Xpress bus service allows me to commute to and from work and arrive at my destination **stress-free and well-rested**, which provides me with more energy for work and when I return home. ”

Company	NPS
Delta	43
Uber	23
U.S. Company Average	10
Lyft	-52

Scores from Comparably.com

Xpress NPS in Summer 2024:
48.2

FY 2027 Xpress Outlook

- At the October 2026 GTEA Meeting, Board action will be requested on 2025's "preliminary" service supply levels
- Enables alignment of published schedules with current actual trip times (set clear expectations for customers travel time)
 - FTA requires board adoption of RtR+ service adjustments from 2025 to make them permanent
- Continued service monitoring and reporting
- Conduct 2026 Customer Survey to refresh customer experience data