Xpress Operations Committee Meeting
Thursday, November 5, 2020
Proposed Agenda

I. Call to Order – Howard Mosby, Chair
II. Approval of the Meeting Minutes for September 3, 2020
III. Approval of the Agenda for November 5, 2020
IV. Xpress Operations Report – Jamie Fischer
V. Xpress Route Changes – Dionne Kirksey – Action Item
VI. Adjourn
XPRESS SYSTEM PERFORMANCE

► Ridership Productivity
  • COVID Monitoring Detail

► Xpress Fare Revenue
  • Fares by Source

► System Reliability
  • On Time Performance Update

► Recent Customer Feedback
  • Comments and Complaints
XPRESS RIDERSHIP | COVID-19

Average Daily Boardings by Month

- CY 2019
- CY 2020

Oct ADB through 10/16

Percent of Normal by Week

COVID Monitoring Period

8-Mar 90%
15-Mar 25%
5-Apr 6%
10-May 7%
14-Jun 8%
19-Jul 9%
2-Aug 10%
6-Sep 9%
3/1 4/5 5/10 6/14 7/19 8/23 9/27
XPRESS FARE REVENUE | FY 2021 (Q1)

July: Breeze $24,181, Cash $87,916, Mobile Ticketing $4,757
August: Breeze $4,757, Cash $87,916, Mobile Ticketing $6,405
September: Breeze $22, Cash $86,347, Mobile Ticketing $22
The most common reason customers give for riding Xpress is “to avoid traffic.”

On-time performance is best…
- In the morning, when traffic is more consistent
- At the first point pick-up stop (contractors held to 85%)
- For routes that can use the Georgia Express Lanes
Fewer than 3 complaints per 1,000 boardings

Recent Feedback

► Several customers commended their bus drivers for kindness and driving skills

► Most common complaints:
  • Bus no-shows or early departures
  • Schedule changes should be communicated consistently across platforms
  • Repetitive COVID safety announcements
  • On-board driver attitude
  • Fare collection concerns

Revenue Performance: 33%
On-Board Experience: 28%
Fare Related: 15%
Safety: 9%
Park & Ride Lots: 8%
Scheduling: 6%
Other: 3%
Thank You!
Questions?
A Regional Transit Operator within the ATL

PROPOSED SERVICE CHANGES

Dionne Kirksey
November 5, 2020
PRESENTATION OUTLINE

- Background of Routes
- Service Standards
- Justification for Proposed Service Elimination
- Title VI Equity Analysis
- Mitigation Measures
- Public Comment and Outreach
- Conclusion and Next Steps
BACKGROUND

- **Route 408** - Chamblee MARTA Station to Johns Creek
  - Service Commenced – May 2005
    - (15 years)

- **Route 482** - Town Center (Big Shanty) to Perimeter Center Area
  - Service Commenced – August 2017 (3 years)

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![Average Daily Boardings Systemwide for an Individual Route (FY 2019)](image-url)
SERVICE STANDARDS

- Tools to measure/evaluate route and service performance
  - Identifies underperforming or unproductive service
  - Major Service Change consists of one of the following:
    - Addition of a new route
    - Elimination of existing route
    - Change to route that increases/decreases revenue hours by at least 25%

- Proposed Major Service Changes require public participation, equity analysis, and board approval
JUSTIFICATION FOR PROPOSED SERVICE ELIMINATION

- Xpress is proposing the elimination of Routes 408 and 482 due to low ridership
- Decision based on Xpress Trip and Route Productivity Standards

<table>
<thead>
<tr>
<th>Service Standards</th>
<th>Years of Operation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year 1</td>
</tr>
<tr>
<td>Minimum Customers Per Trip</td>
<td>8</td>
</tr>
</tbody>
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Average Passengers Per Trip by Month (FY 2019)
TITLE VI EQUITY ANALYSIS

- Purpose of the analysis is to determine if proposed changes result in adverse impacts to minority and low-income groups

- Route eliminations will result in disproportionate burden to low-income riders

<table>
<thead>
<tr>
<th>Title VI Threshold</th>
<th>Xpress Title VI Threshold</th>
<th>11%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined Routes %</td>
<td></td>
<td>23%</td>
</tr>
<tr>
<td>Route 408</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Route 482</td>
<td></td>
<td>0%</td>
</tr>
</tbody>
</table>

- No disparate impact to minority riders
MITIGATION MEASURES

- To mitigate the disproportionate burden to low-income riders, Xpress will educate riders on alternative transit options through:
  - Press release
  - Flyers distributed to customers & information displayed on monitors of coaches
  - Social Media - (Facebook and Twitter)
  - Website
  - E-Newsletter
  - SMS Text (Everbridge)

  - **Route 408**
    - ✓ GCT Route 35 (Peachtree Pkwy – Doraville MARTA Station)
    - ✓ MARTA Rail (Gold Line)
    - ✓ Carpool/Vanpool

  - **Route 482**
    - ✓ Xpress 480 Acworth/Town Center (Big Shanty) to Downtown
    - ✓ Xpress 483 Woodstock/Town Center (Big Shanty) to Midtown
    - ✓ MARTA Rail (Red Line)
    - ✓ Carpool/Vanpool
PUBLIC COMMENT AND OUTREACH

Public Comments Period + Process:
- Public comment period – (October 2, through October 31, 2020)
- Comment platforms
  - Email: titleVI@atltransit.ga.gov
  - Phone: (404) 893 – 2100
  - In-person at Outreach Events (Comment Cards)
  - Mail: 245 Peachtree Center Avenue, NE Suite 2200, Atlanta GA 30303

Public Outreach:
- 6 Outreach events
  - October 22nd – Chamblee MARTA Station (6:00am – 08:30am & 4:15pm – 6:00pm)
  - October 27th – Town Center (Big Shanty) Park and Ride Lot (5:15am – 6:30am & 4:15pm – 6:00pm)
  - October 29th – ATL Offices at Peachtree Center (12:00pm-2:00pm & 6:00pm – 8:00pm)
- Flyers distributed to customers and information displayed on monitors of coaches
- Social Media- (Facebook and Twitter)
- WSB-TV Commercial (Air dates 10/10/20, 10/22, 10/26 and 10/28)
- Newspapers (The Atlanta Voice, Korea Daily and Daily Report)

Public Comments Received: (thru 10/23/2020)
- 3 comment received (1 in support and 2 opposed) on the proposed route eliminations
CONCLUSION AND NEXT STEPS

- Staff is requesting Board consideration for elimination of Xpress Routes 408 and 482
  - Committee review and consideration on 11/5/2020
  - If recommended by committee then full Board consideration on 12/3/2020

- Notify the public of Service Elimination

- Proposed changes would be implemented on January 4, 2021
Questions?