

**ATL COMMITTEE MEETINGS WILL BEGIN MOMENTARILY**



**ATL COMMITTEE DAY**

8:30 AM

March 3, 2022





## **XPRESS OPERATIONS COMMITTEE**

Howard Mosby, Chair

March 3, 2022



**Xpress Operations Committee**  
**Thursday, March 3, 2022**  
**Proposed Agenda**

- I. Call to Order – Howard Mosby, Chair
- II. Approval of Minutes for January 6, 2022
- III. Approval of Agenda for March 3, 2022
- IV. Xpress Operations Performance Overview – Jamie Fischer
- V. Regional Signage Update – Auguin Corentin, MARTA
- VI. Adjournment





*A Regional Transit Operator within the* **ATL** 

## **XPRESS PERFORMANCE REVIEW**

Jamie M. Fischer, PhD | March 3, 2022

Office of Transportation Performance & Innovation



# XPRESS SYSTEM PERFORMANCE

► Ridership Productivity



► Xpress Fare Revenue



► System Reliability

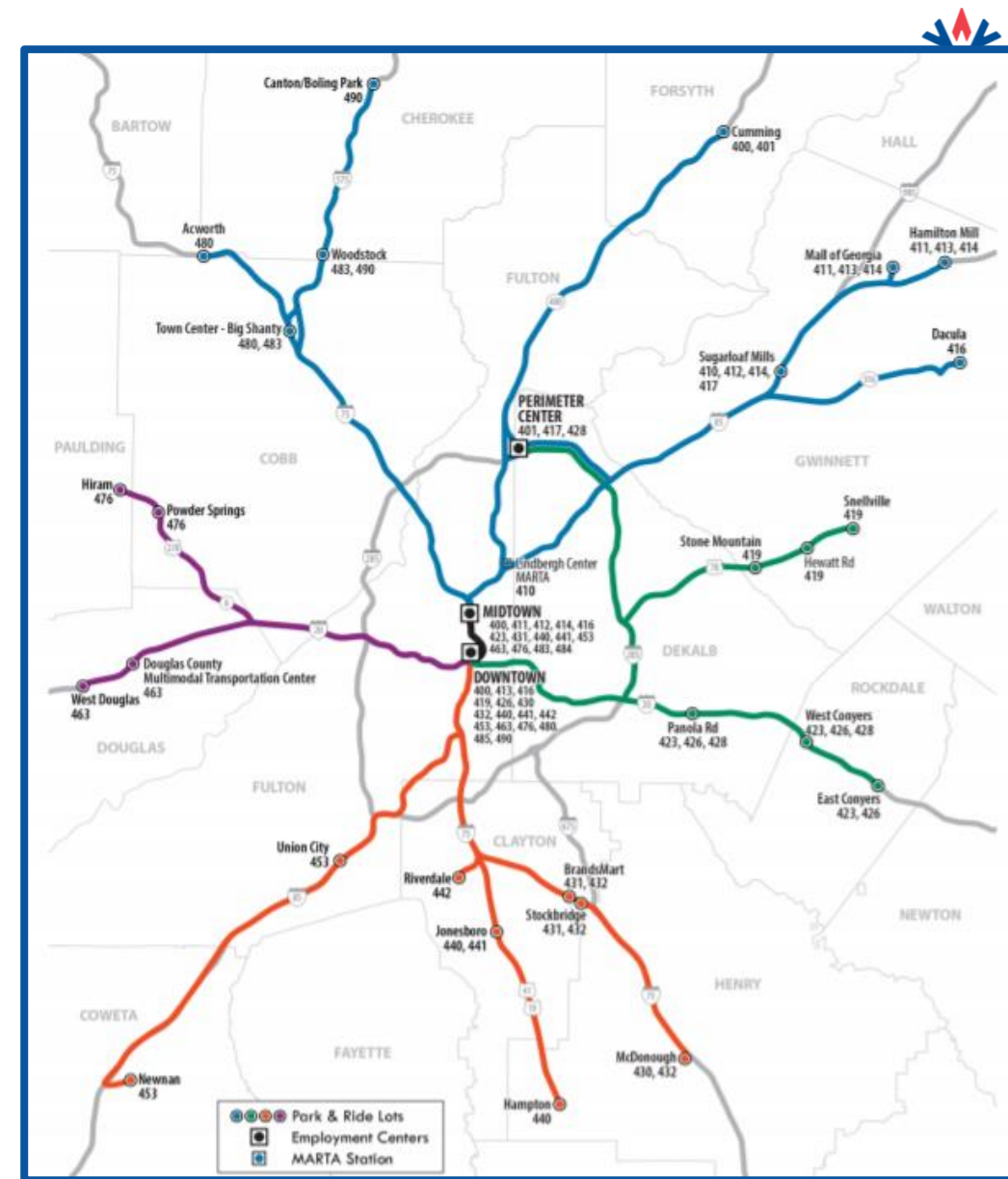


► Customer Feedback



# VANPOOL PERFORMANCE

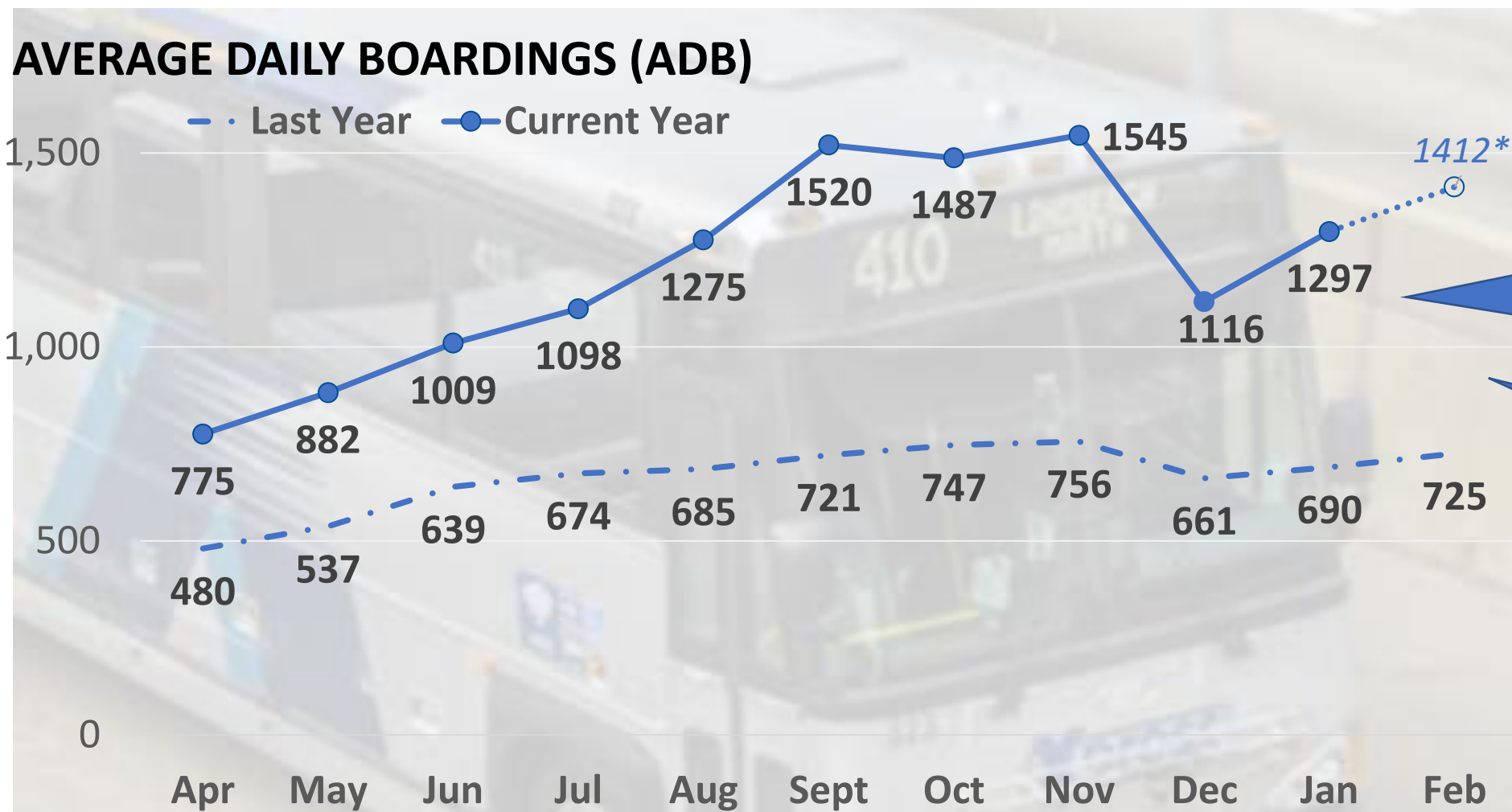
► Routes & Ridership







# XPRESS RIDERSHIP

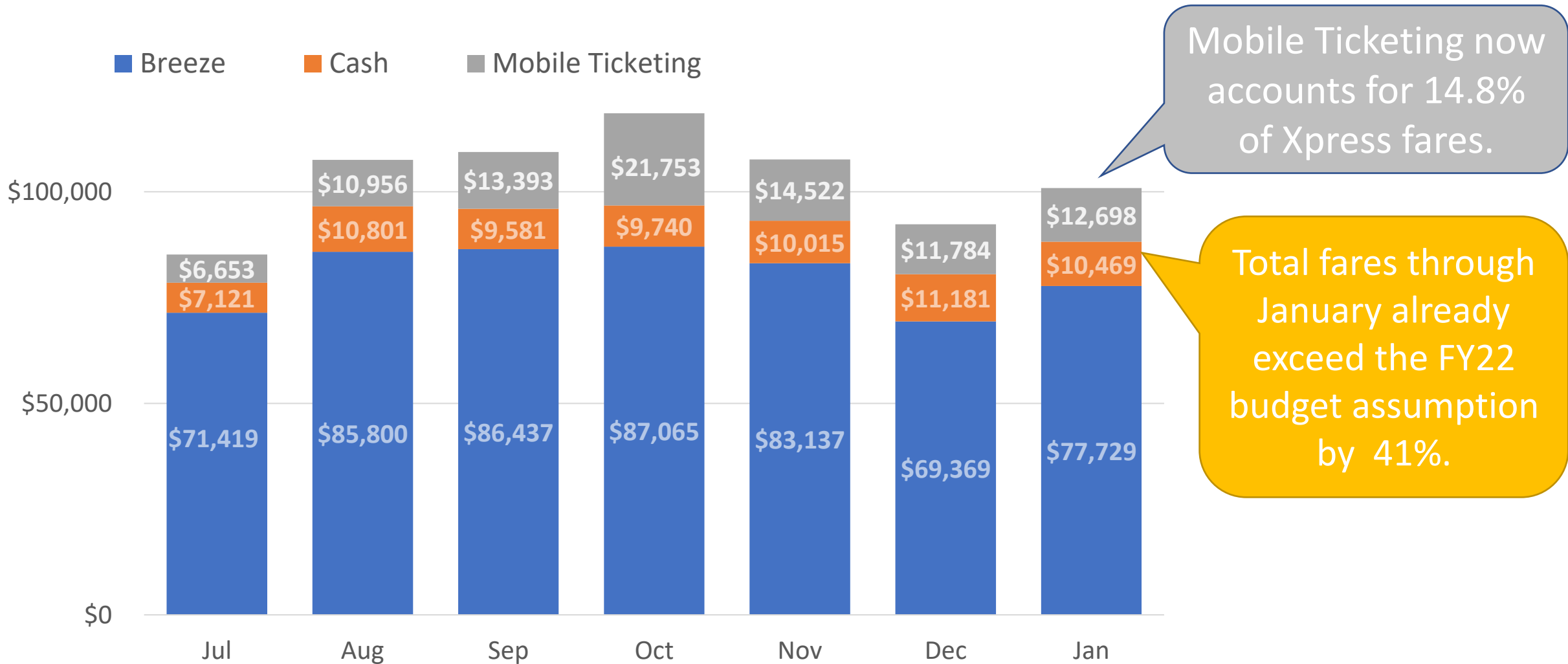


January 2022 ridership was 87% higher than January 2021.

Ridership dropped during winter holidays and the recent Omicron wave but is recovering.



# XPRESS FARE REVENUE







# XPRESS SYSTEM RELIABILITY

## 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

The most common reason customers give for riding Xpress is **“to avoid traffic.”**

<u>ON TIME TRIP DEPARTURES</u>			
	Nov	Dec	Jan
AM	95%	95%	95%
PM	86%	87%	85%

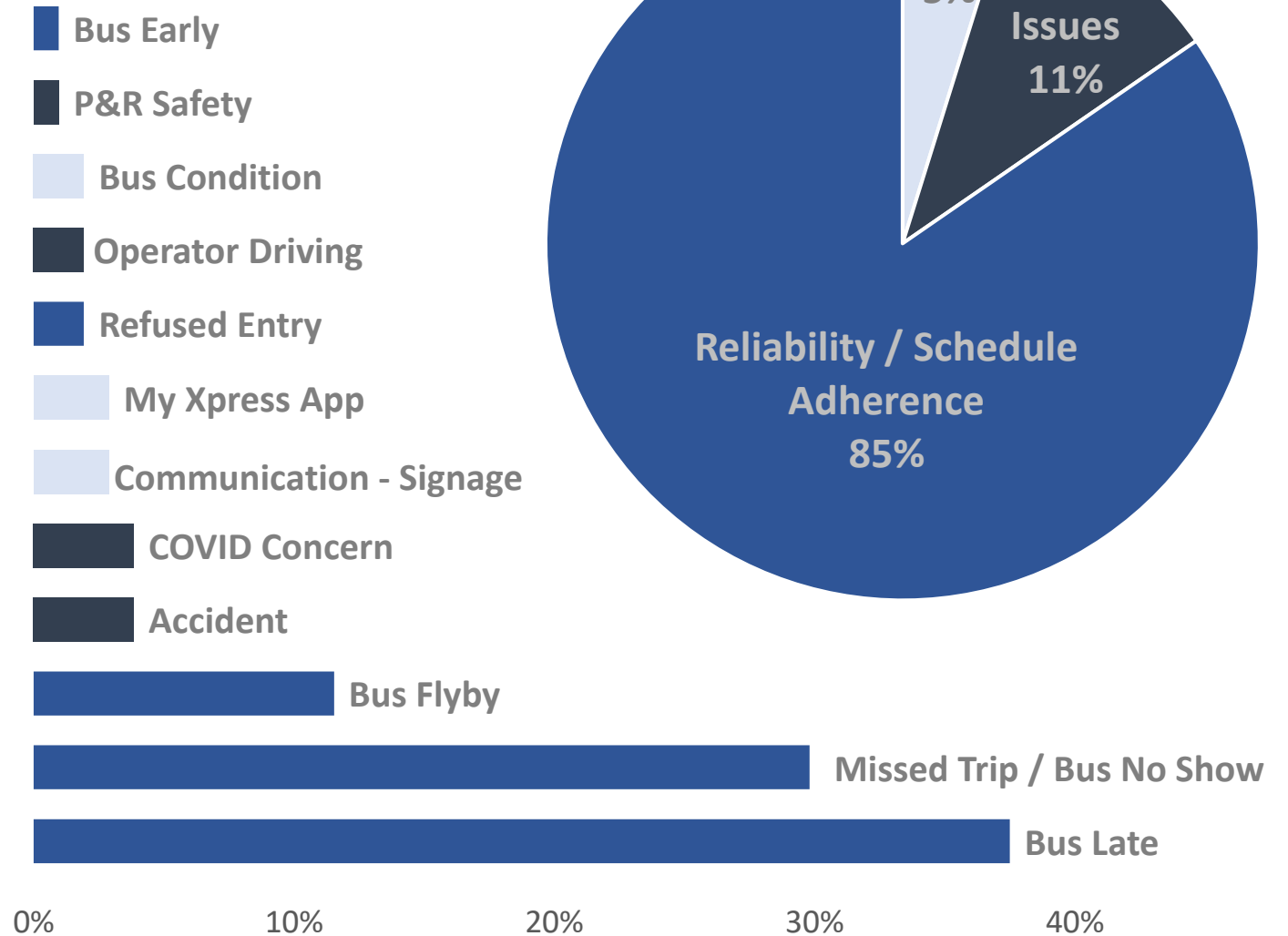


# XPRESS CUSTOMER FEEDBACK



**4** complaints  
per **1,000** boardings

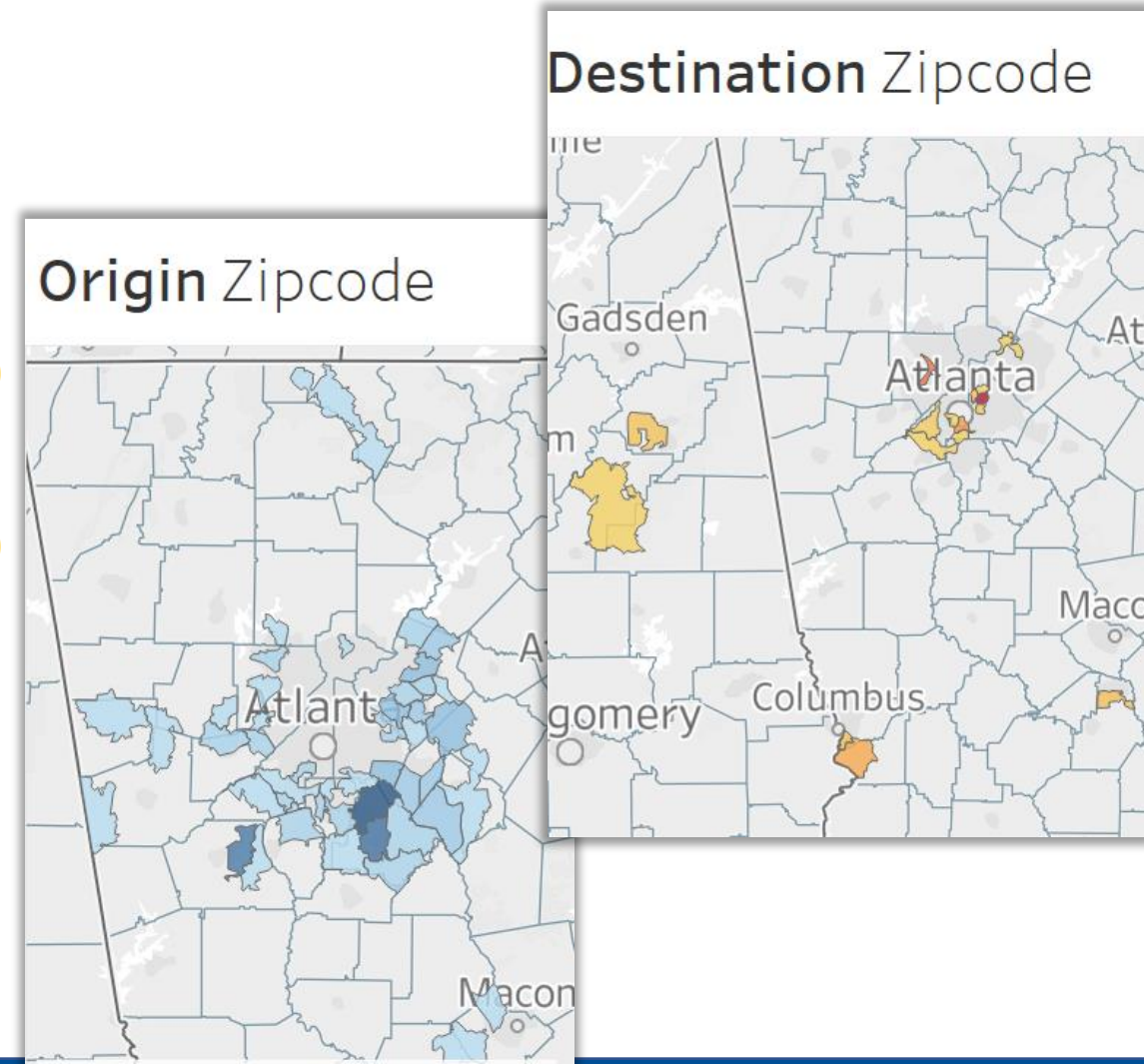
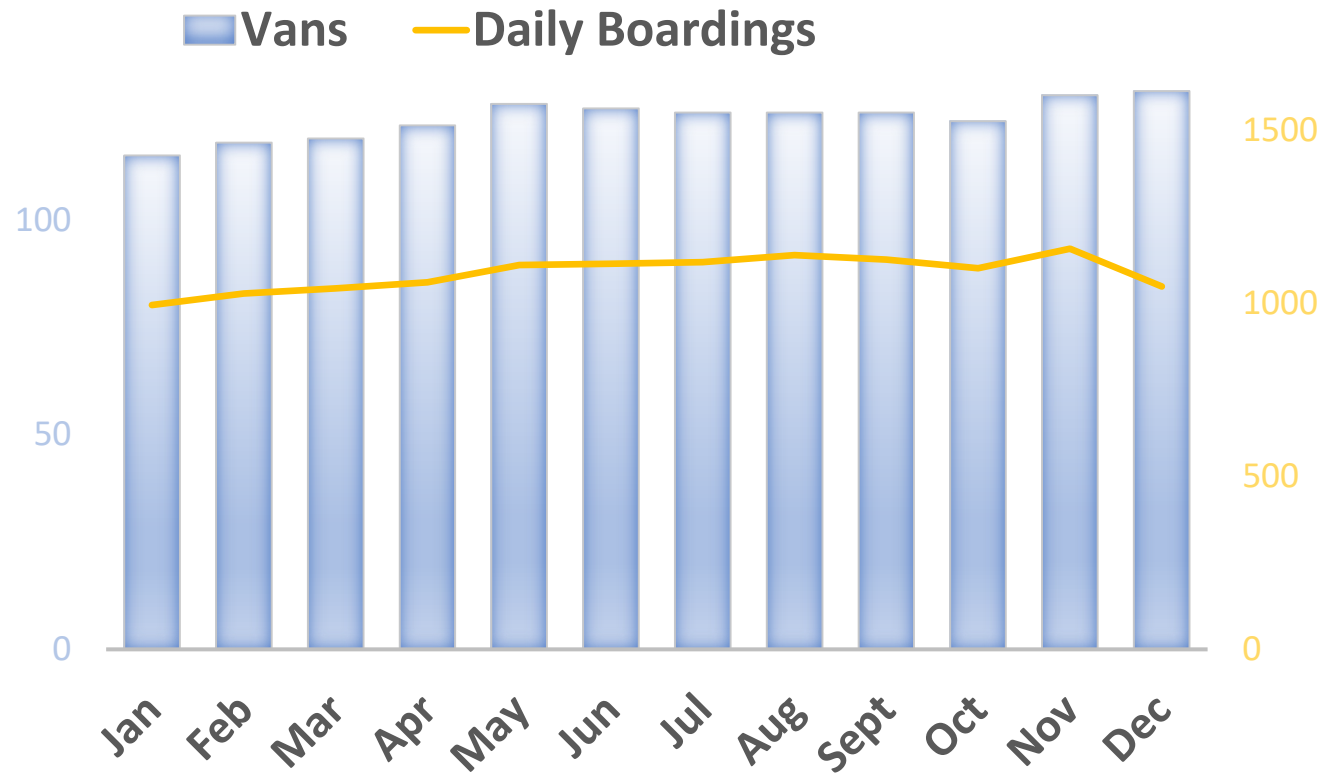
*(Snapshot of January 2022)*





# VANPOOL SYSTEM PERFORMANCE

- ▶ **130** Active Vanpool Groups in December
- ▶ **~ 1,050** Average Daily Boardings







# COMBINED MOBILITY IMPACT

Xpress and Vanpool currently provide:

- ▶ *A commute solution for residents of **more than 25 counties**.*
- ▶ *More than **2400 passenger trips** on a typical weekday.*
- ▶ *Connections to:*
  - *Major activity centers*
  - *ATL-region transit network*
  - *Employment opportunities across Georgia and beyond*



**Thank You!**  
**Questions?**





## **Regional Signage Update**

Auguin Corentin, MARTA

March 3, 2022





# Bus Stop Replacement/Upgrade Project Update

ATL Ops Committee Meeting  
March 3, 2022



# Timeline

- **Origin**

- ARC recommended unified bus stop sign designs to help passengers navigate multiple transit systems
- ARC would later lead a design effort in consultation with the region's transit operators
- Working together, they have been able to assemble a mix of federal, state (GO! Transit bonds), and Capital Program funds for the project

- **2020**

- Addition of the Branding Panel to the original design to make the operator logos more visible
- Contract Modification

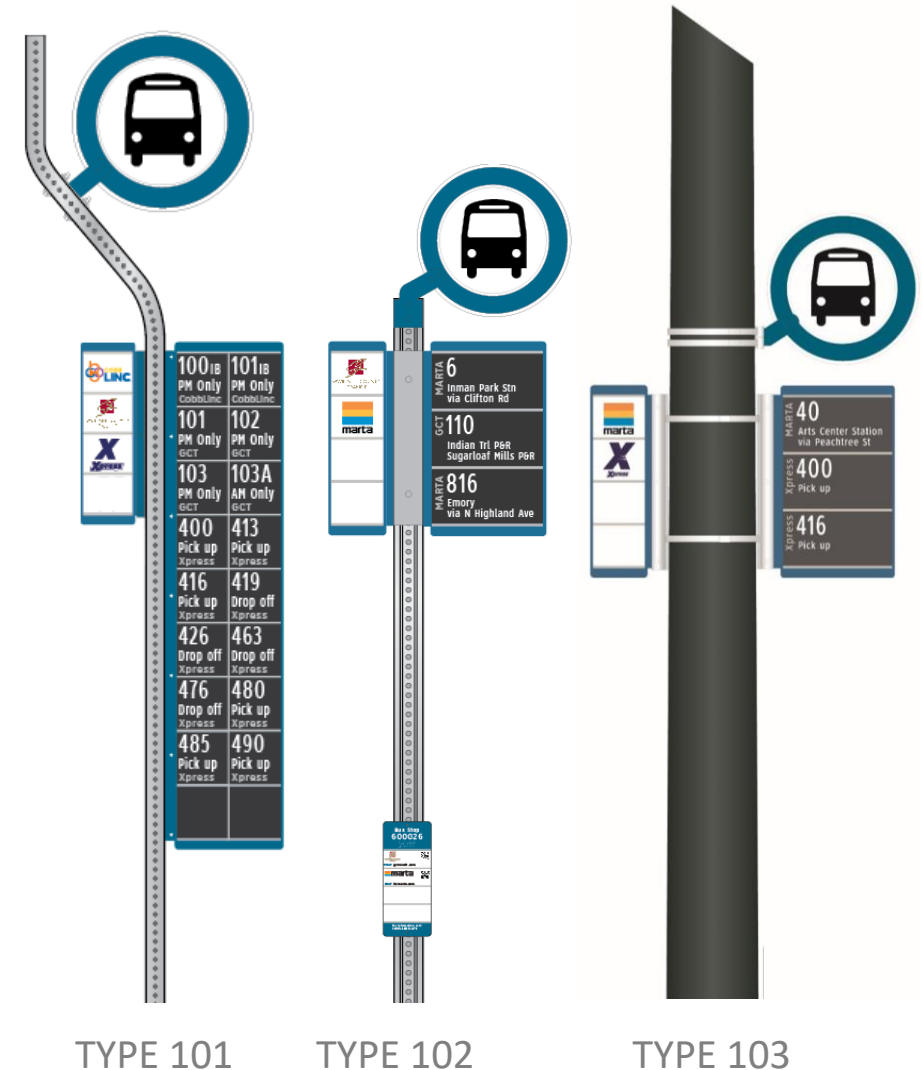
- **2021**

- Stop surveys
- Prototyping
- Completion of Contract Modifications



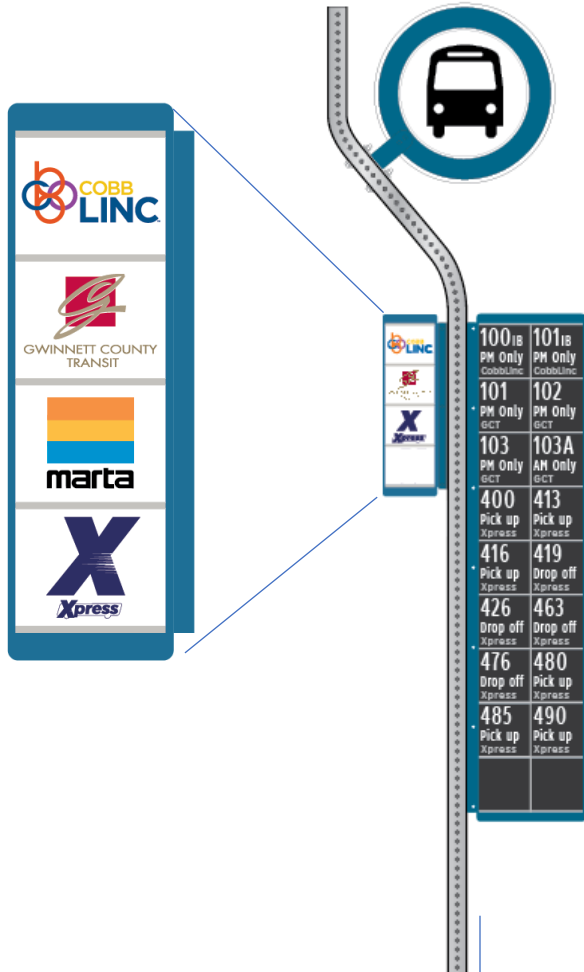
# New Signs

- Not just a sign – it's a system
- Configurable types and sizes to suit different needs
- New features for passengers and operators





# Passenger Features



## Bus Disc

Identifies the bus stop (universal symbol)  
Reflective materials for improved visibility at night



## Route Panel and Operator Branding

Displays route numbers, destinations, and operator(s)

100IB	419	103A
PM Only	Drop off	AM Only
CobbLinc	Xpress	GCT



## Passenger Panel

- Displays bus stop number text and braille
- Customer service information



# Passenger Panel



## ◀ Stop Number

- Raised lettering and braille to assist passengers with visual impairments
- Leverages IVR for scheduled arrivals

## ◀ Operators Information

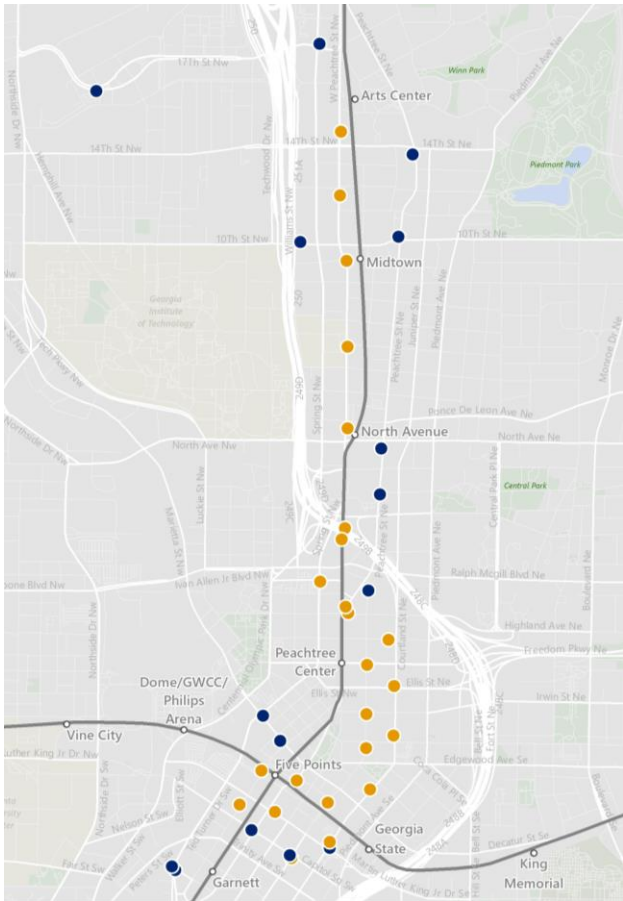
- Logo and website
- Opportunities to leverage real-time arrivals app with QR code

## ◀ Regional IVR Number

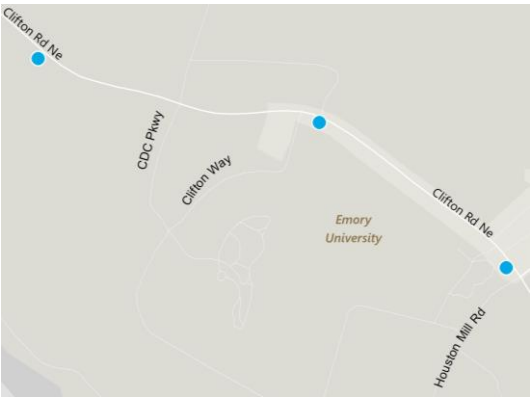


# 59 Regional Shared Stops

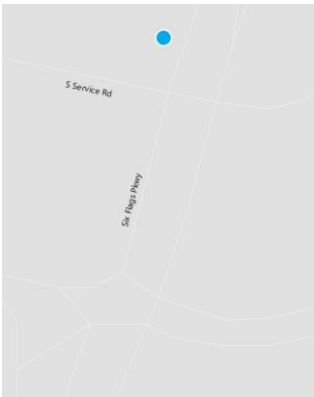
DOWNTOWN & MIDTOWN



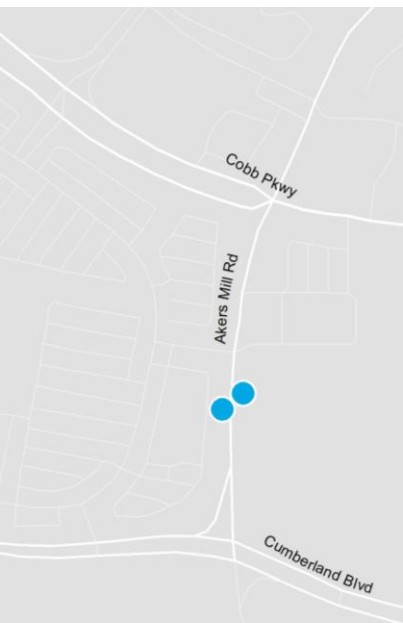
EMORY



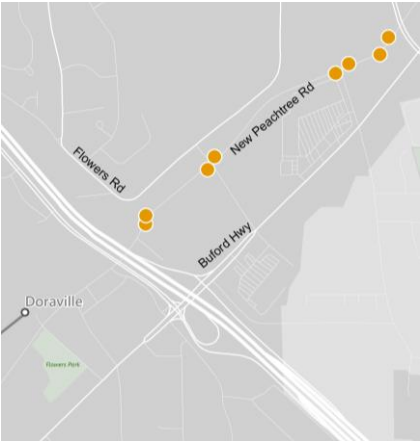
SIX FLAGS



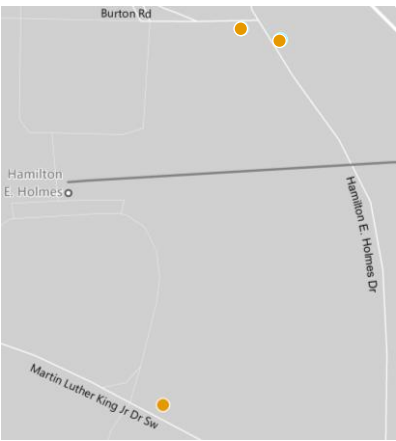
CUMBERLAND MALL



NEW PEACHTREE RD



H.E HOLMES STATION



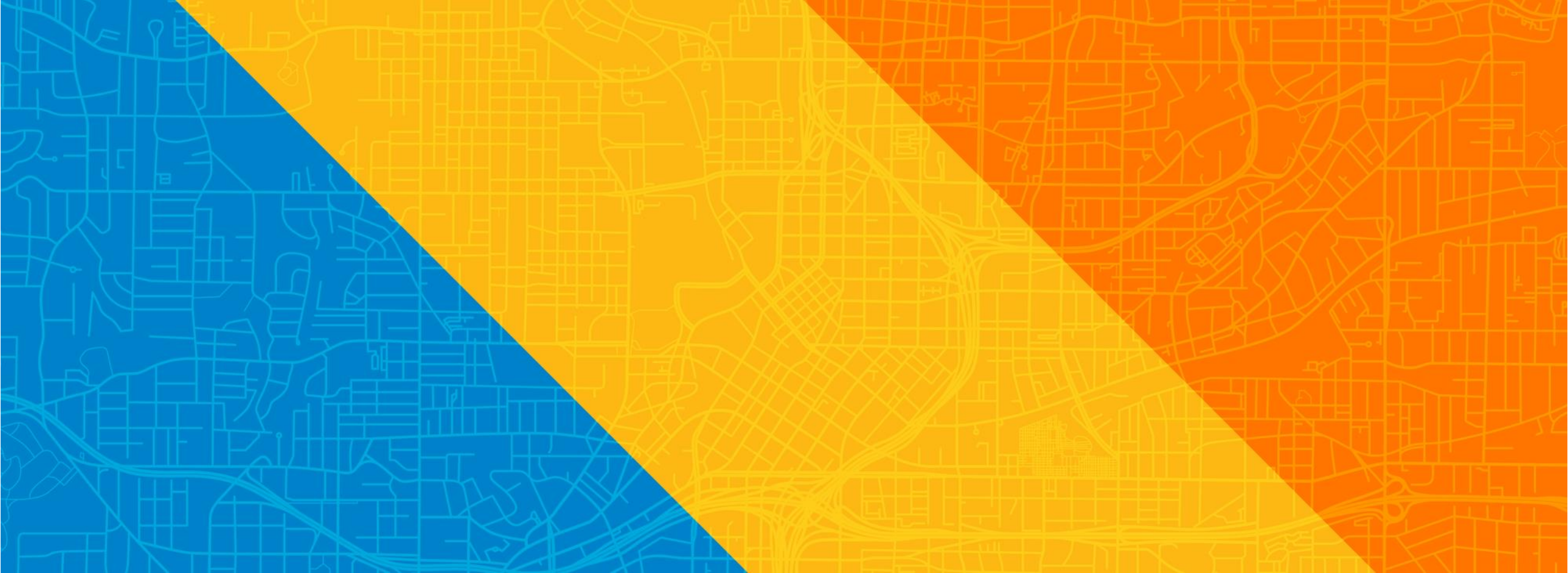
- TYPE 101 (36)
- TYPE 102 (6)
- TYPE 103 (17)



# Next Steps

- Prototyping - March 2022
- Regional shared stops installation - May 2022
- Beginning of MARTA stops installation - June 2022
- *\*Timeline established with the vendor and assuming no major revisions following the prototyping period*





Thank You

