

The ATL logo consists of the letters 'A', 'T', and 'L' in a bold, blue, sans-serif font. The 'A' is a simple triangle, the 'T' is a vertical bar with a horizontal top bar, and the 'L' is a vertical bar with a horizontal bottom bar.

ATLANTA-REGION  
TRANSIT LINK  
AUTHORITY

# **XPRESS PERFORMANCE REVIEW**

Jamie M. Fischer, PhD

Office of Business Intelligence and Data (BID)

August 1, 2024

# Xpress System Performance

▶ Regional Impact



▶ Ridership Productivity



▶ Xpress Fare Revenue



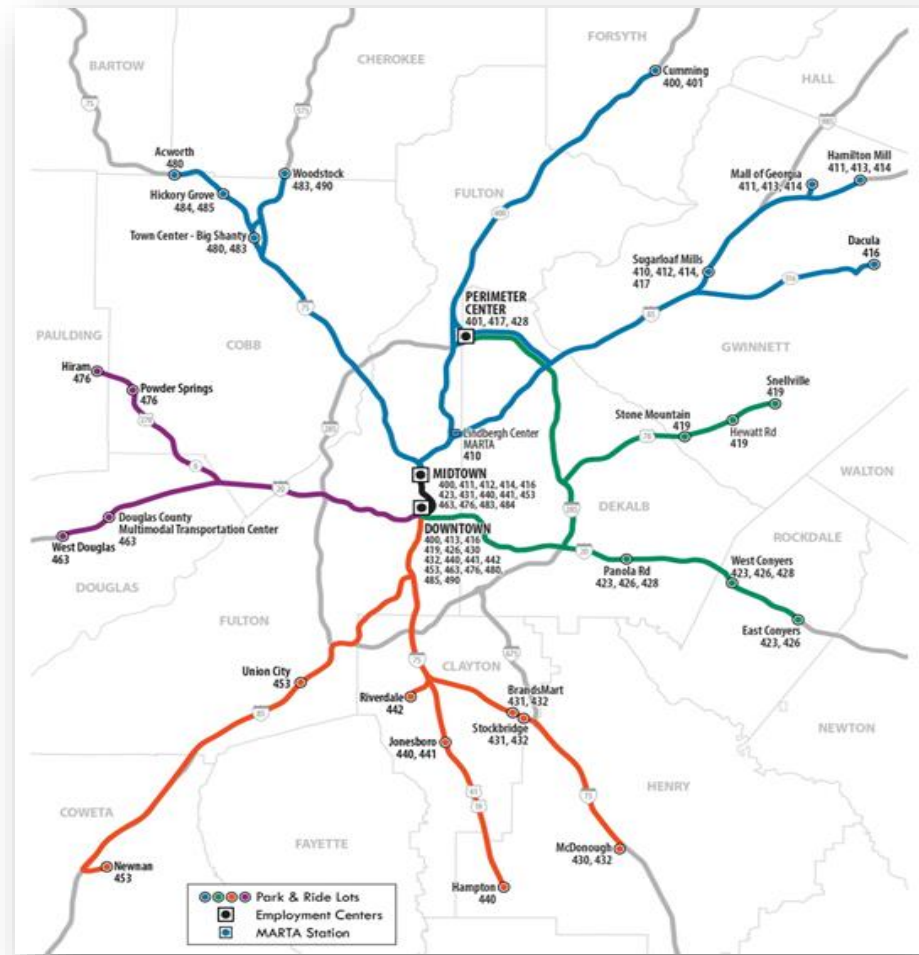
▶ System Reliability



▶ Customer Feedback ★★★★★

# Vanpool Performance

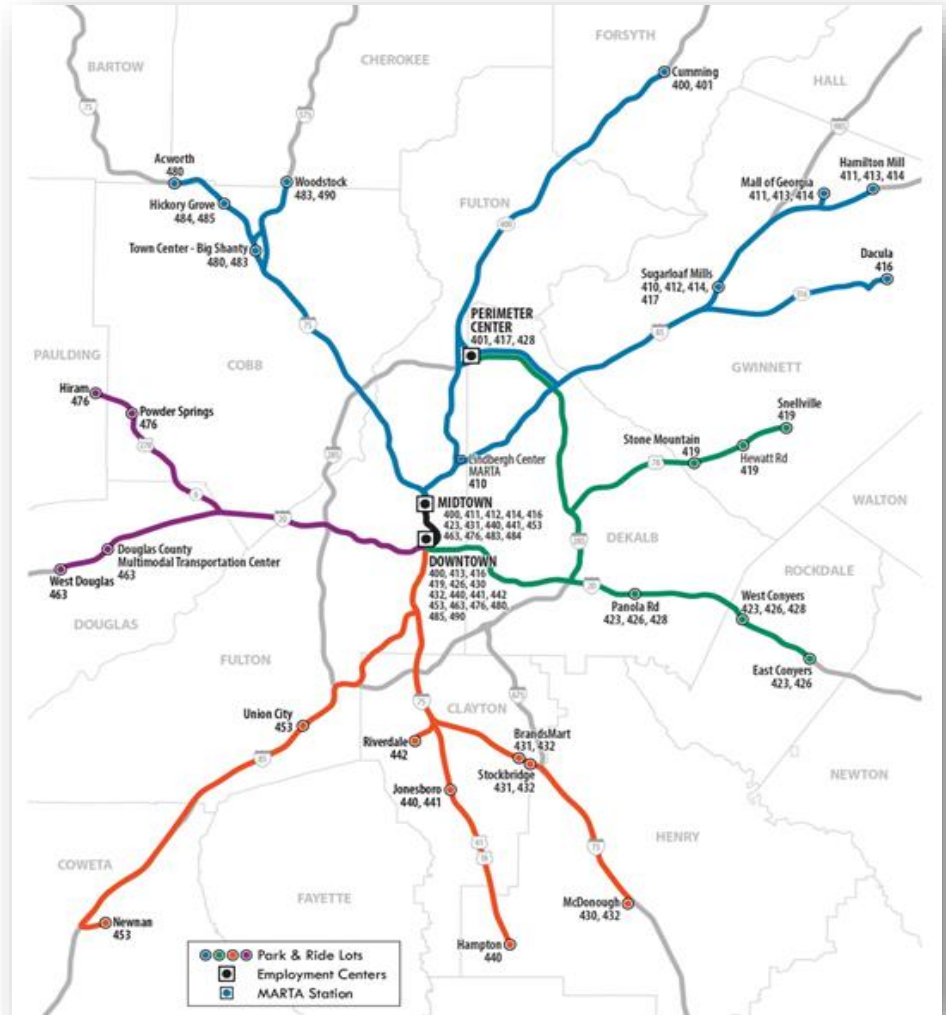
▶ Routes & Ridership



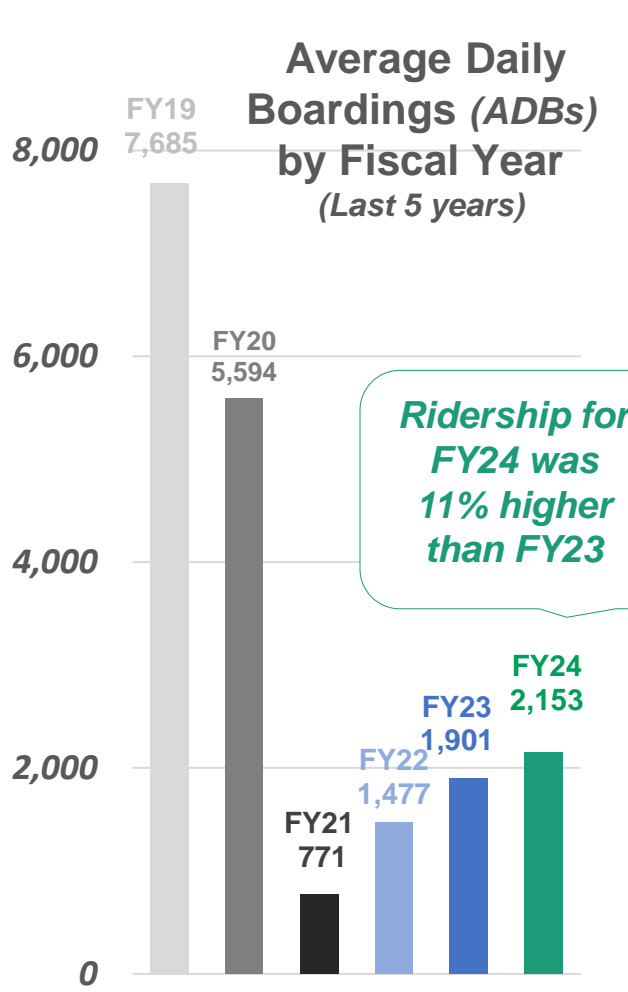
# Combined Mobility Impact

## Xpress and Vanpool currently provide:

- ▶ A commute solution for residents of **more than 40 counties**
- ▶ **Averaging more than 3,500 passenger trips** on a typical weekday (June 2024)
- ▶ **Connections to:**
  - Major activity centers (Downtown, Midtown, Perimeter)
  - ATL-region transit network
  - Employment opportunities across Georgia and beyond

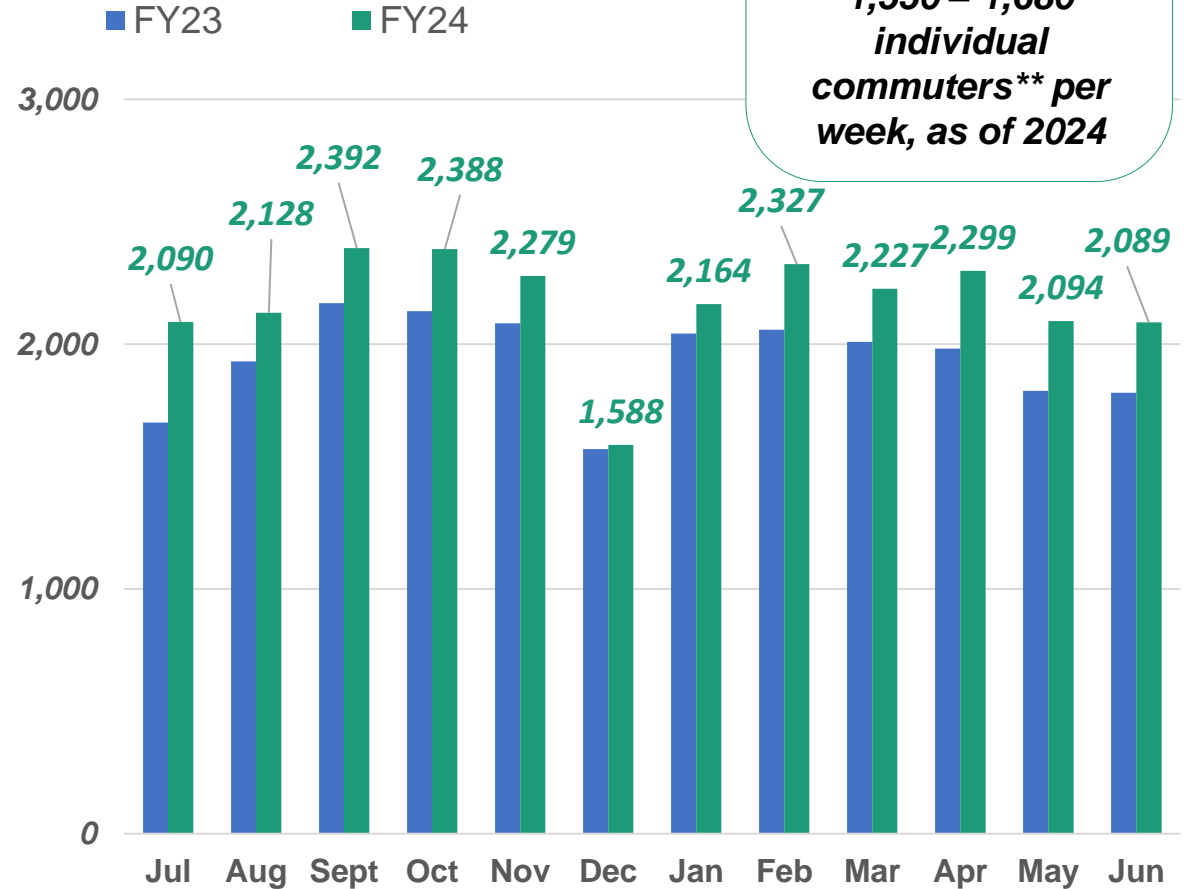


# Xpress Ridership Productivity – FY24



\* Xpress currently operates about 40% fewer revenue hours per day than in 2019.

### Average Daily Boardings by Month



Xpress serves an estimated 1,550 – 1,680 individual commuters\*\* per week, as of 2024

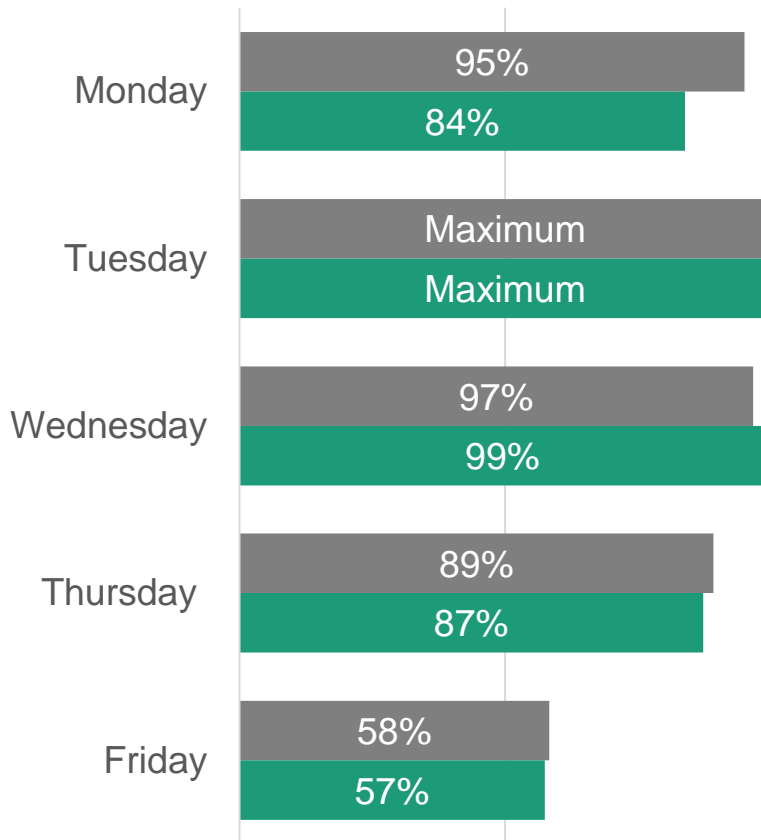
\*\* Most Xpress customers (individual commuters) ride twice in a day, on days they use Xpress.

# Monthly Averages Don't Tell the Daily Story

## Percent of Maximum Weekday Boardings

By Day of the Week | Pre-pandemic and Today

■ Early March 2020 ■ Jan-Jun 2024



- ▶ Tuesday remains the highest ridership day for Xpress
- ▶ Tuesday-Friday ridership patterns in 2024 are proportionally similar to the pre-pandemic context
- ▶ Mondays have been more impacted by teleworking

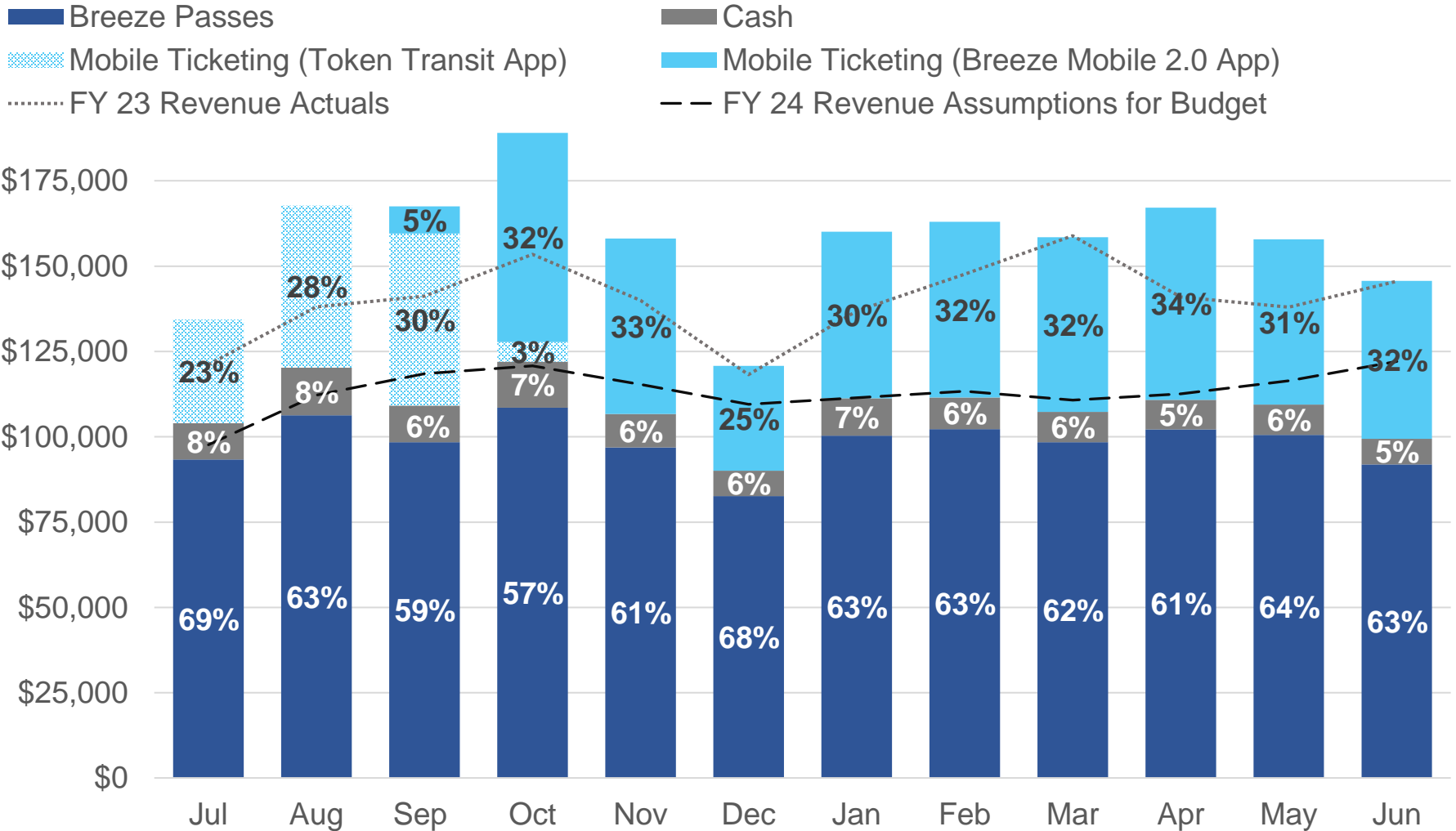
### From the 2024 Xpress Customer Survey\*:

Most Xpress customers ride three days per week or less often

*\*Initial survey results as of July 21, 2024*

# FY24 Revenue of \$1.9 M Outperformed FY23

This is 8% of operating expenses (“farebox recovery”)



# Xpress System Reliability

## Reliability Includes

- Operating the trips as scheduled (*trip completion rates*)
- Buses arriving and departing on time, as scheduled (*on-time performance, OTP*)

## On-time performance is most challenging:

- In the afternoon, when traffic is more variable
- After the first stop (*contractors held to 85% at the first pick-up only*)
- For routes that cannot use express toll lanes

## Trips Operated (% of Scheduled Trips)

	Apr	May	Jun
North	99%	99%	96%
South	99%	99%	100%
Cobb	100%	99%	100%
Overall	99%	99%	99%

## On Time Performance (OTP)

	Apr	May	Jun
AM	95%	96%	95%
PM	73%	73%	72%
Overall	84%	84%	84%

**Note:** For this report, **OTP** is based on the first stop only of each revenue trip.

# Xpress Customer Feedback

**Feedback Includes**

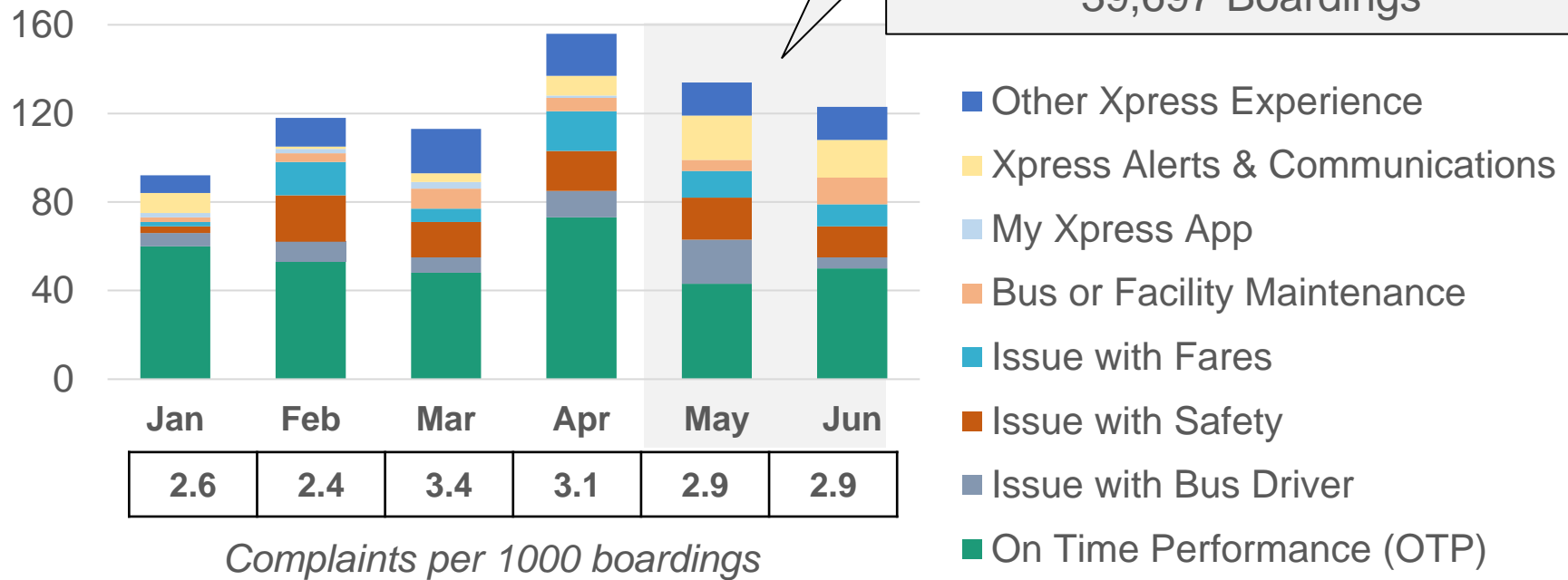
- Complaints and compliments
- Customer opinion survey results

**Recent Feedback Snapshot**

**May 2024**  
 134 Complaints | 2 Compliments  
 46,937 Boardings

**June 2024**  
 123 Complaints | 0 Compliments  
 39,697 Boardings

**Complaints per Month by Category**

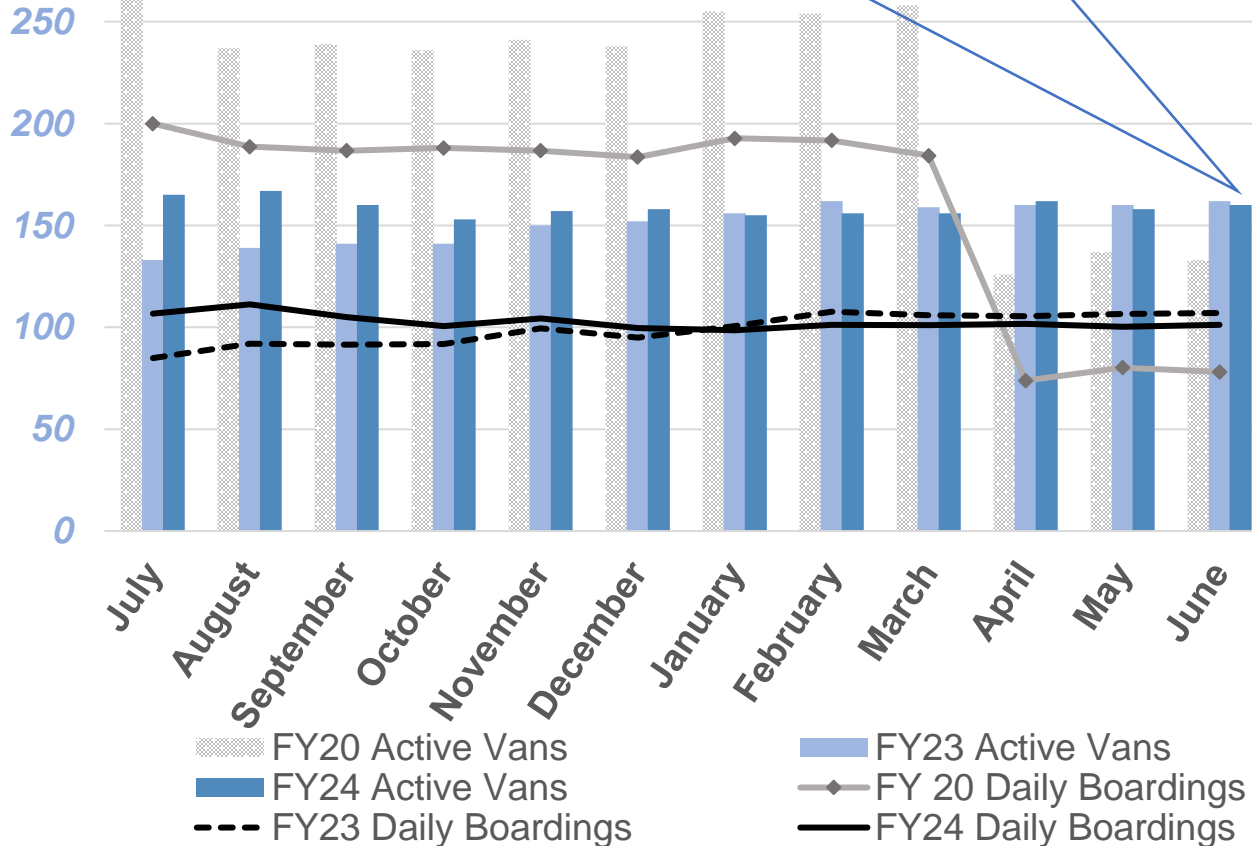




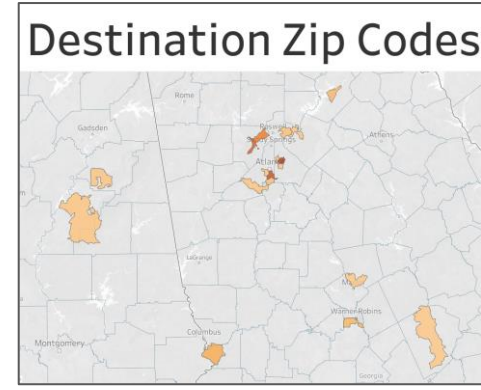
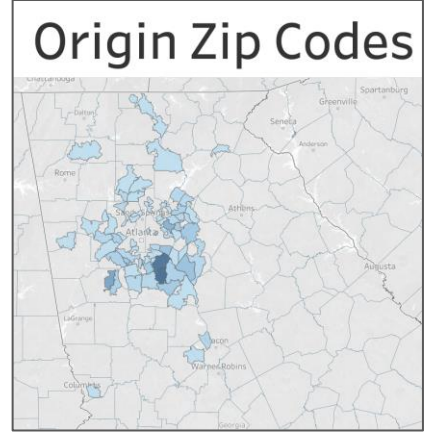
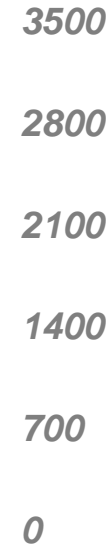
# Vanpool System Performance

There were 1% fewer active vans and 6% fewer daily vanpool boardings in June '24, compared to June '23. This is 17% more vans and 23% more daily boardings than in June '20.

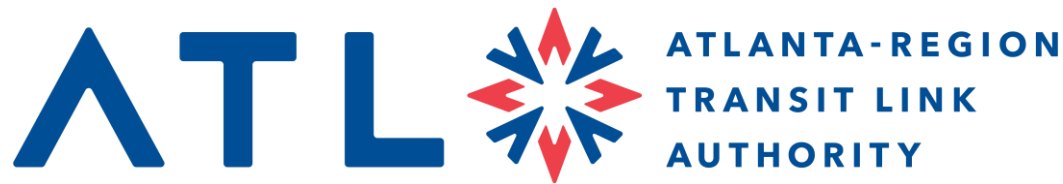
## Active Vans



## Average Daily Boardings



Vanpool productivity depends on the number and size of vanpool groups who enroll.  
**Commute with Enterprise** is responsible for advertisement and administers vanpool formation.



# **Xpress Customer Satisfaction Survey - 2024**

*Initial Findings – Current Riders*

Jamie M. Fischer, PhD

Office of Business Intelligence and Data (BID)

August 1, 2024

# Overview

## ▶ About the Survey

- Purpose and Approach
- 2024 Analysis Timeline
- Responses To Date

## ▶ Initial Results

- Overall Sentiment
- Why & When People Use Xpress
- Travel Behavior

## ▶ Next Steps





# About the Survey

# Survey Purpose and Approach

## ▶ Routine survey conducted every 1-3 years

- Customer satisfaction and sentiment among current and past riders
- Customer locations and demographics
- **Previous versions conducted online and in-person\***  
2022, 2021, 2018\*, 2017, 2016, 2014\*...

## ▶ 2024 survey launched online: April 1, 2024

→ Offered in English & Spanish

## ▶ 3 Question Pathways

- Current Riders
- Previous Riders
- Potential New Riders

## ▶ Multiple Distribution Venues

- Xpress Buses & Park & Rides
- Xpress Customer Email List
- Xpress Website & Social Media
- Selected MARTA stops and stations

## High-level Summaries *(Ongoing Summer 2024 through Spring 2025)*

- Survey process and response
- Overall sentiment from current and past riders
- Systemwide patterns
- Opportunities to attract new riders
- Recommendations for Xpress operational decisions

## Detailed Analyses *(Summer-Fall 2024 / Winter 2025)*

- Satisfaction details
- Cross-question analysis
- Route-level and stop-level patterns
- Demographic analysis including customer home origin locations (*Xpress “travelshed”*)

## Inform Decisions *(Winter-Spring 2025)*

- **Xpress 2.0: Redefining the Ride** final operational plan
- General operational management for Xpress
- Xpress outreach efforts and partnerships

# Responses To Date

▶ Survey Launched 4/1/2024

▶ 915 responses initiated as of 7/21/2024

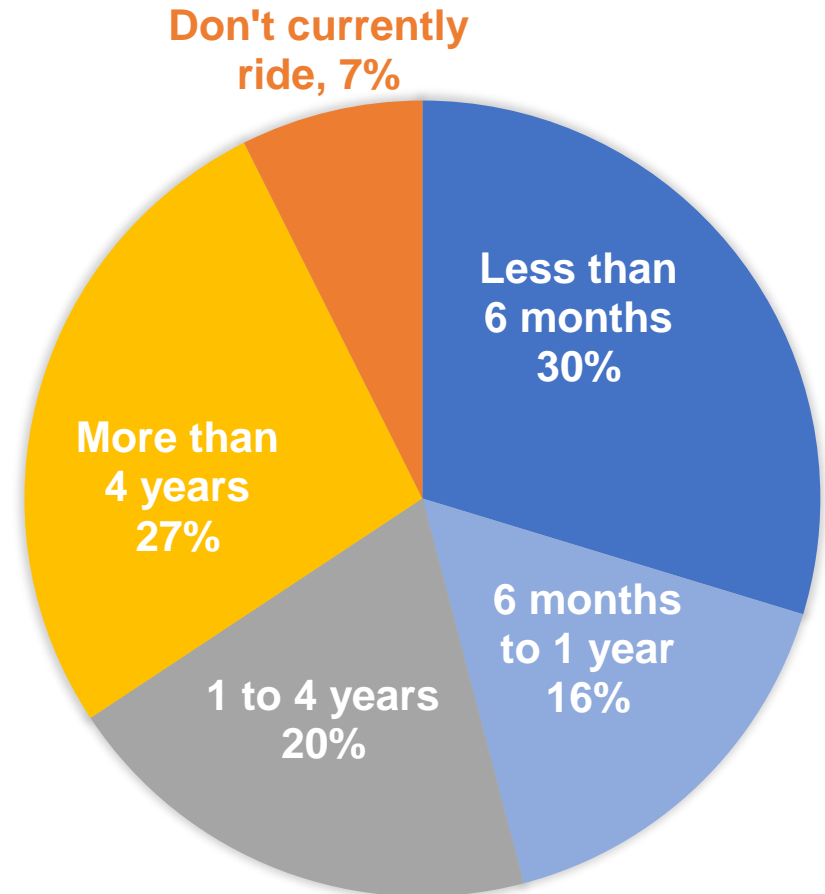
▶ 847 (93%) active riders

→ More than half of the estimated Xpress ridership population has accessed the survey

→ 46% are new or returned in the last year

## Length of Time Riding Xpress

N=915





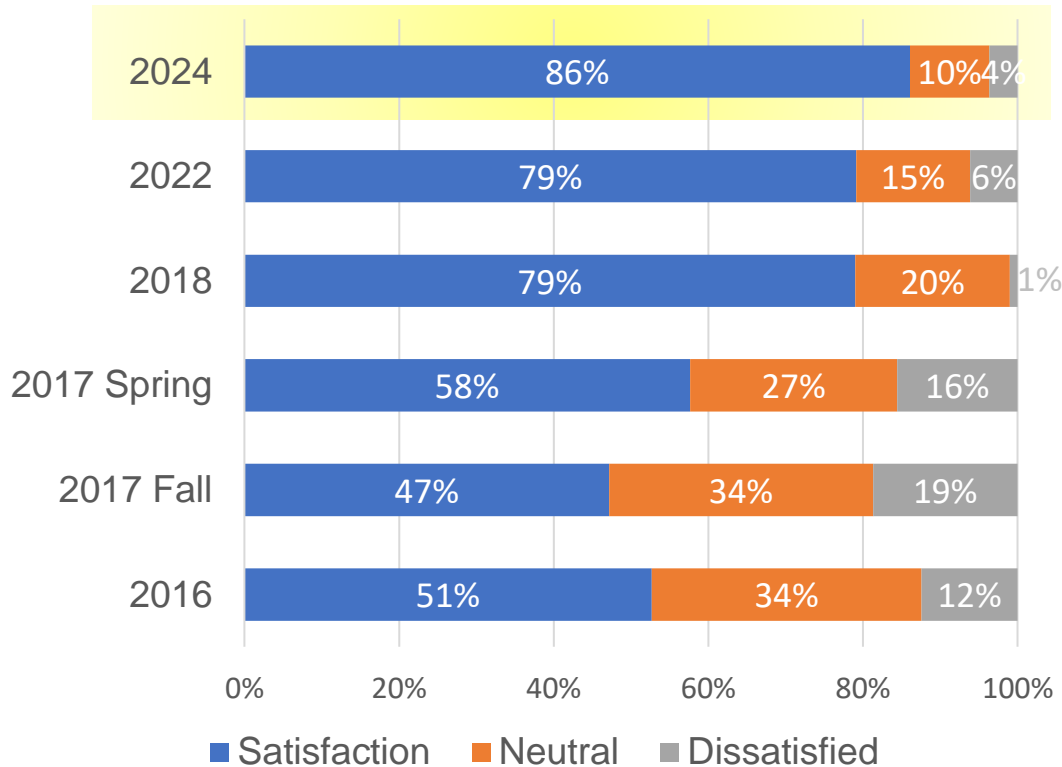
**Initial Results**  
**Current Riders**



# Overall Customer Satisfaction with Xpress

2024 Survey Data as of July 21st

## Satisfaction has Improved Over the Years (5-point scale)



► Satisfaction increased significantly in 2024

► 2016 Direct Xpress Service Changes Impacted Satisfaction

► Additional details to be analyzed:

- Schedules and reliability (AM and PM)
- Onboard experience (bus and driver)
- Park & ride lots and stops (safety and cleanliness)
- Experience with fare products

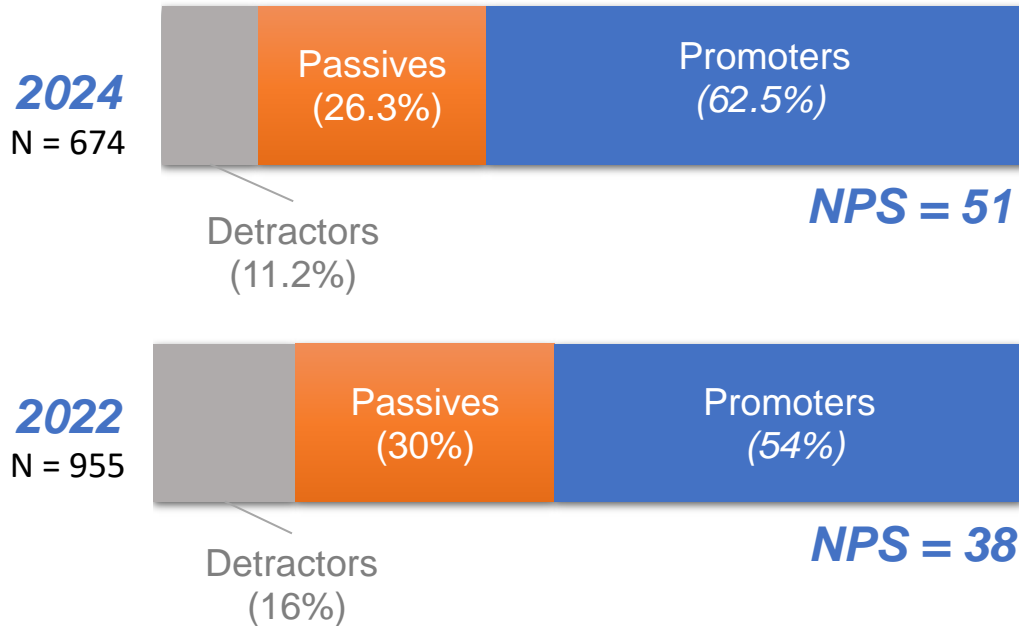
***“Trip reliability has greatly improved, which allows me a more consistent schedule.”***

*Current Xpress Rider, 2024*

# Willingness to Recommend Xpress

2024 Survey Data as of July 21st

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



## ▶ Three customer sentiment categories

- **Promoters** (respond with 9 or 10 )
- **Passives** (7 or 8)
- **Detractors** (0 to 6)

## ▶ Net Promoter Score (NPS)

- Commonly used customer loyalty metric
- Calculated by:  
 $\% \text{ Promoters} - \% \text{ Detractors}$

***“XPRESS is a great service and without it, I would not live/work in Atlanta. I’ve utilized the same route for the last 11 years to commute to work and, at times, to get to the airport for a morning flight. I recommend it to people all the time!!”***

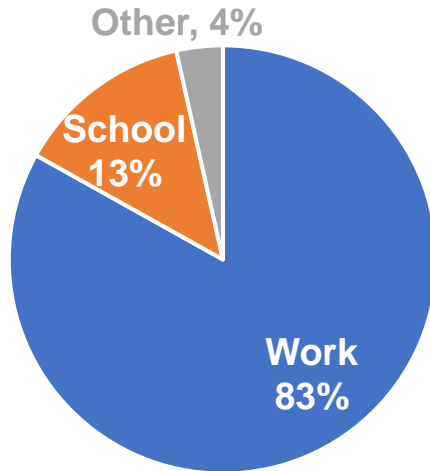
Current Xpress Rider, 2024

# Why People Use Xpress - Commute Alternatives

2024 Survey Data as of July 21st

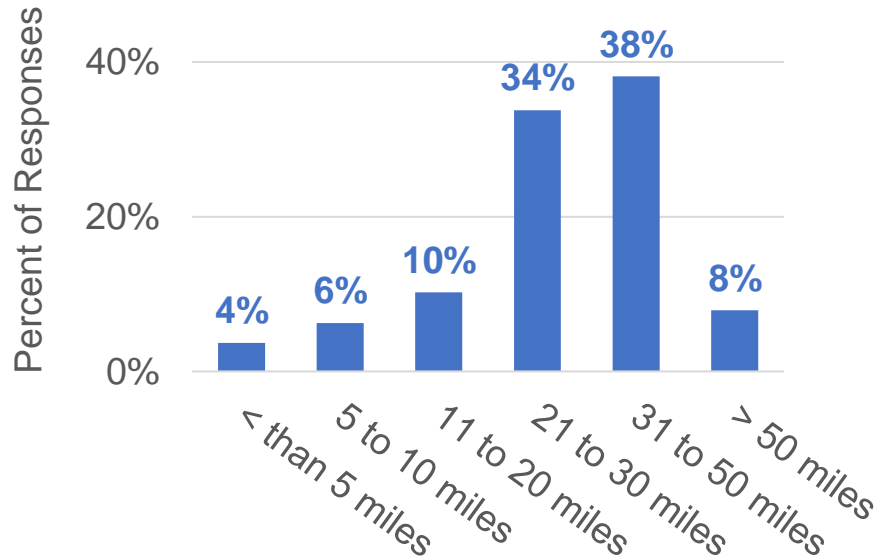
“When you ride Xpress in the morning (AM), what is your final destination?”

N=777



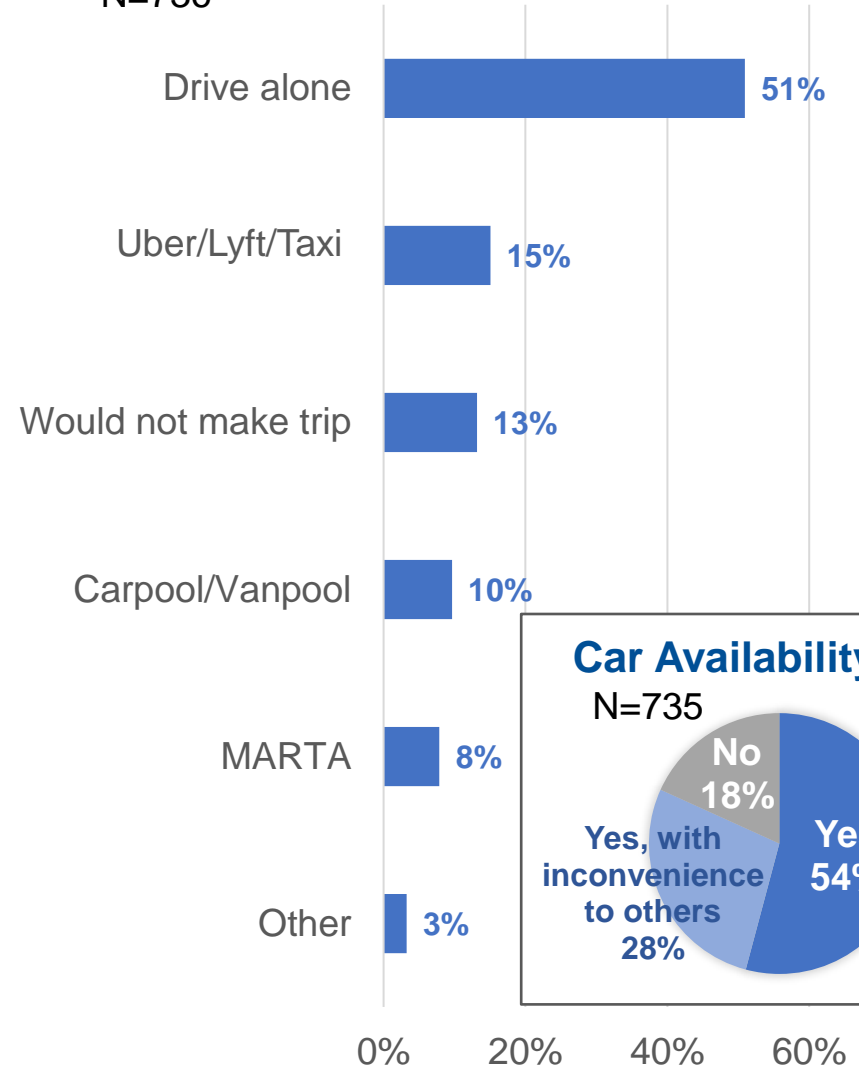
## Miles From Home to Destination

N=734



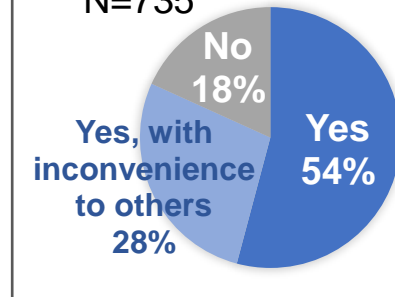
## Commute Mode When Not on Xpress

N=736



### Car Availability

N=735

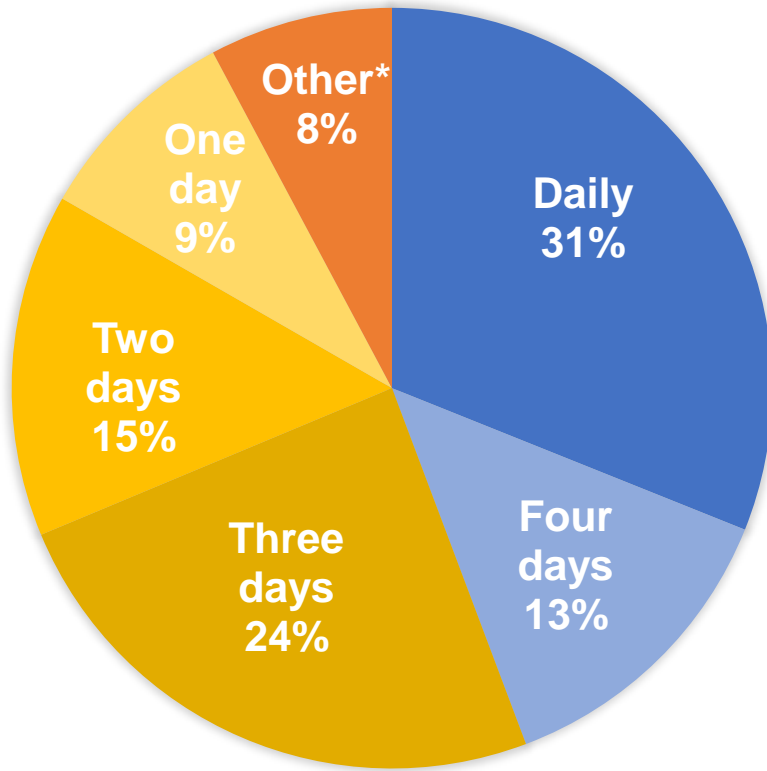


# 56% Ride Xpress 3 Days per Week or Less

2024 Survey Data as of July 21st

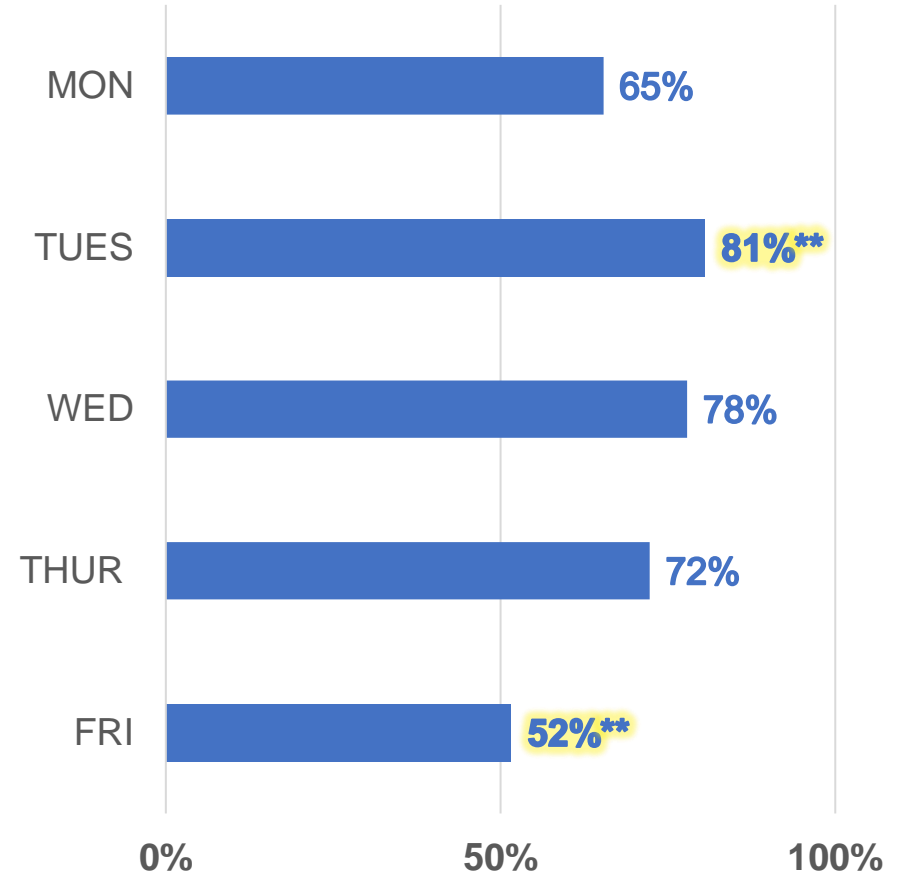
## Number of Days per Week Riding Xpress

N=753



## Which Specific Weekdays

N=748



\*"Other" frequencies may be variable or occasional.

\*\* Tuesdays are also the highest ridership day for Xpress, and Fridays are the lowest

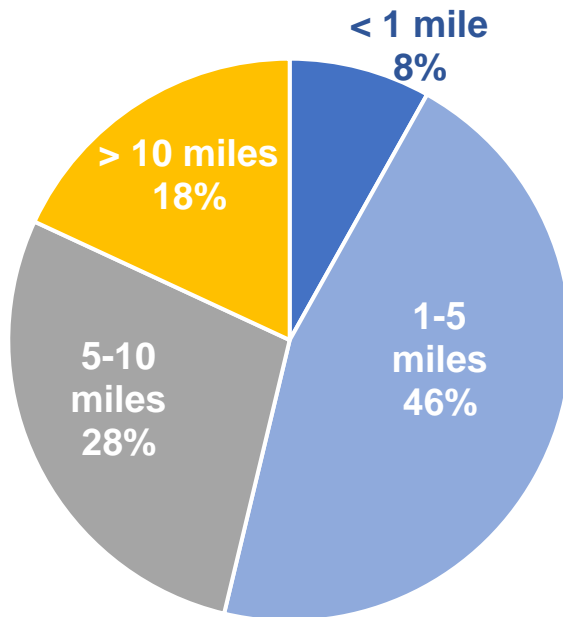
# Driving to Xpress

2024 Survey Data as of July 21st

About 4 out of every 5 riders may be willing to drive farther to reach an Xpress park & ride lot in the future

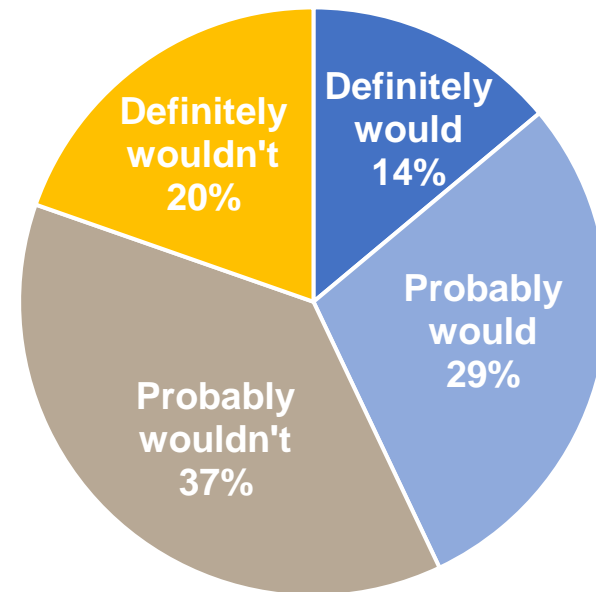
## Current Miles to Park & Ride

N=777



## Willingness to Drive Farther

N=777



**“The bus is very convenient and economical for me to get downtown. If I had to, I would drive further, but would prefer not to add addition time and fuel expense to do so.”**

*Current Xpress Rider, 2024*

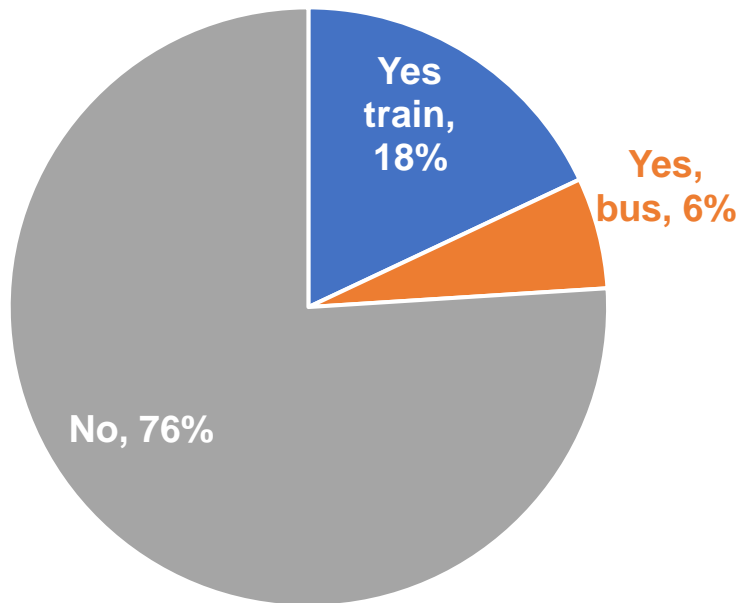
# Transferring to MARTA from Xpress

2024 Survey Data as of July 21st

Although only 24% transfer now, up to 65% of riders may be willing to transfer in the future

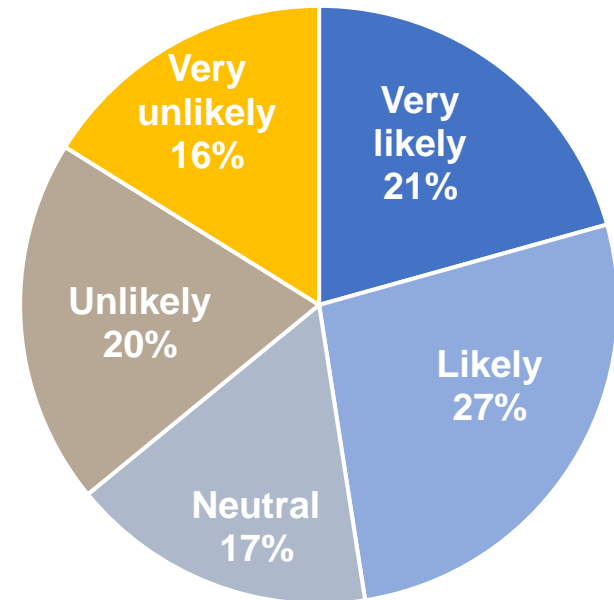
## Currently Transferring

N = 778



## Willingness to Transfer in Future

N=774



**“If needed I would transfer to Marta rail. I don't think I would be willing to switch to another bus route, though.”** *Current Xpress Rider, 2024*

# Key Takeaways from Initial Analysis

- ▶ Xpress customer satisfaction has increased over time
- ▶ Current riders are highly willing to recommend the service
- ▶ Xpress primarily serves work and school trips, with some others
- ▶ Most Xpress riders travel more than 20 miles from home to their destination
- ▶ Most customers use Xpress 3 days or less per week  
*(Tuesday – Thursday are the highest ridership days for Xpress)*
- ▶ Nearly half of current riders do not have a car available for commuting without inconveniencing others
- ▶ Many (not necessarily most) Xpress riders are willing to stick with Xpress through a structural change
- ▶ More analysis underway for individual routes

# Timeline Review

## ▶ 2024 Data Collection Ongoing

- Current rider responses are substantially complete
- Potential rider invitations ongoing

## ▶ Survey Analysis

- Detailed analysis and full report for current rider responses  
Fall 2024 - Winter 2025
- Detailed analysis and full report for potential rider responses  
Winter – Spring 2025

## ▶ 2024 Survey Impacts

- ***Xpress 2.0: Redefining the Ride*** final operating plan
- General operational management for Xpress
- Xpress outreach efforts and partnerships

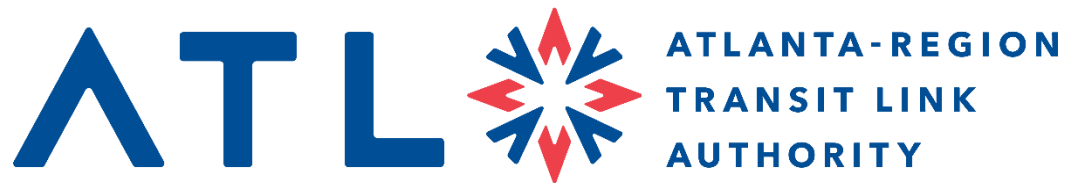
## ▶ Follow-up survey(s) in FY 2026







**Thank You  
Questions?**



# Redefining the Ride Xpress 2.0

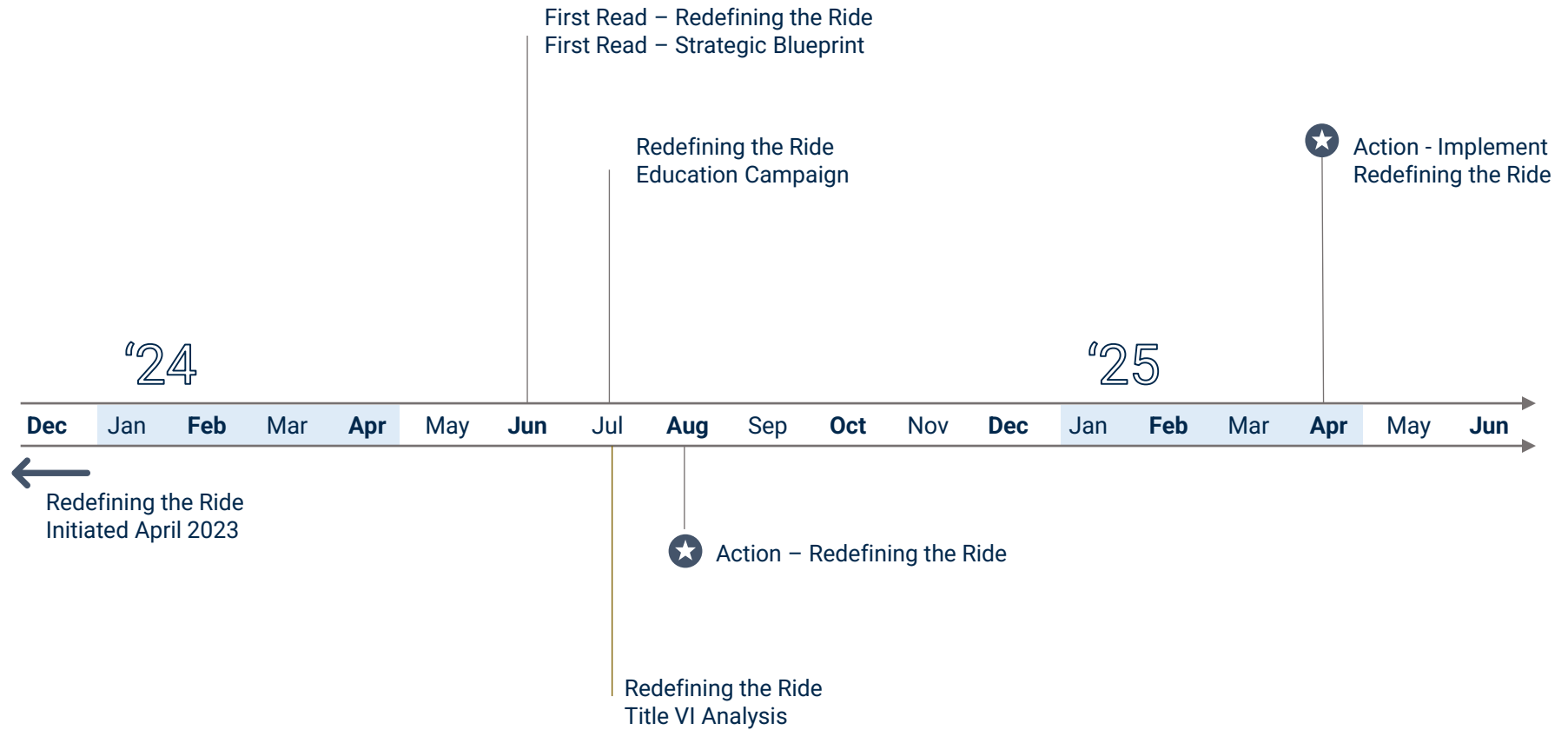
Cain Williamson

# Discussion Overview

- ▶ Timeline
- ▶ System Efficiency Recommendations
- ▶ Fiscal Implications
- ▶ Public Engagement
- ▶ Next Steps



# Board Timeline (December 2023 – June 2025)



Legislative Session



# Project Overview

**Initiation:** April 2023

## Objectives:

- ▶ Enhance efficiency and ridership by downsizing current service to align with post-pandemic demand and travel patterns
- ▶ Comply with FY 25 state funds reduction and General Assembly direction reduce service
- ▶ Identify potential new markets based on post-pandemic travel trends





# **Recommended Efficiency Enhancements**

# Enhanced Efficiency

Phase 1 recommendations subject to change pending detailed route level planning.

**TODAY**

**PROPOSED**



Commuter Trips

**197**  
Total Trips

**94** Total Trips

**48** Trips to MARTA Rail Stations

- Leverage existing infrastructure
- Access to jobs on MARTA rail
- More reliable trips inside I-285



Park & Rides

**27**  
12 Owned  
9 Leased  
6 Other Government

**18**  
10 Owned  
1 Leased  
7 Other Government



Xpress Stop Destinations

**55**  
Stops

**12**  
Stops



Daily Corridor Utilization

**16%**  
10,638 seats  
1,754 daily riders

**35%**  
5,076 seats  
1,754 daily riders



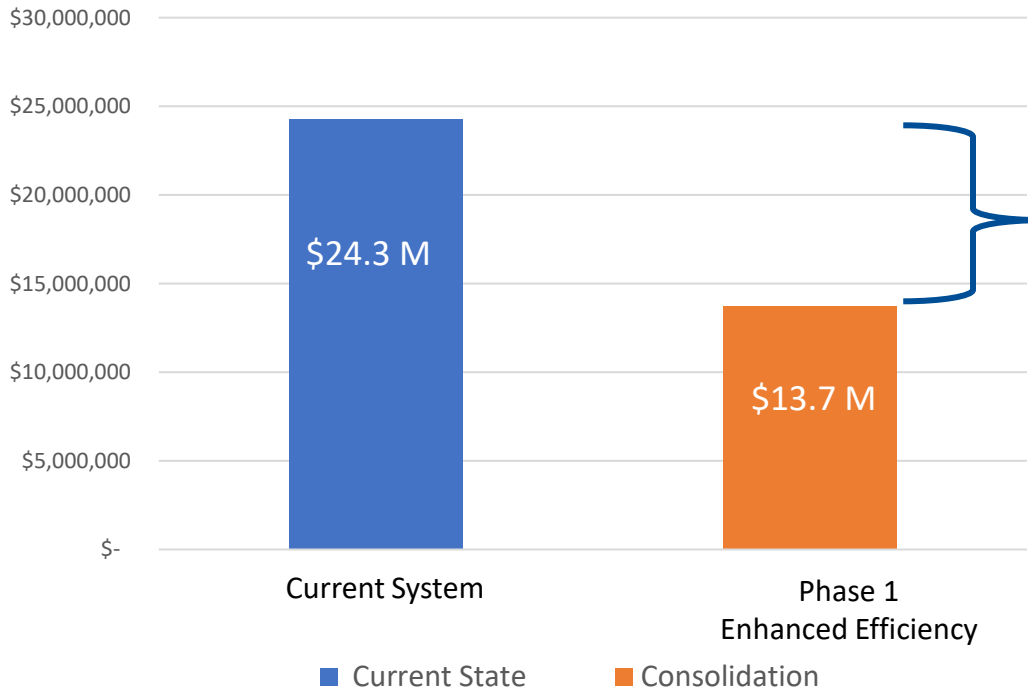


# **Fiscal Implications**



# Fiscal Implications

## Projected Operating Expenses by Phase



### Cost Reduction

#### **\$4M in state funds**

- \$2.3M from service reduction
- \$1.7M from reduction to leased P&R Lots, fleet costs, and capital maintenance

#### **\$6M from federal funds**

### Capital Considerations

- Rehab on leased P&R Lots per contractual obligations
- Upgrades at MARTA stations to accommodate Xpress Coaches and improve rider access
- Disposition of coaches



# Public Engagement

# Public Engagement Objectives

- ▶ Educate Xpress riders, regional partners and the general public about the Redefining the Ride draft system recommendations
- ▶ Gather feedback on system recommendations to inform route and stop-specific planning

# Public Engagement

- ▶ Project specific website including project description and draft recommendations
- ▶ Informational posters at all park-n-ride locations and seat drops on all routes
- ▶ Over **6,000** Transit Talk recipients have received Redefining the Ride – Xpress 2.0 newsletters
- ▶ E-newsletters distributed to **800+ regional stakeholders** to build awareness of Redefining the Ride – Xpress 2.0
- ▶ Targeted communications to **115** external stakeholders/elected officials representing **52** separate organizations, across **13** counties
- ▶ Two virtual public engagement meetings
- ▶ Social media posts directing people to the survey, website and public meetings

**ATL**  
ATLANTA REGION  
TRANSIT LINK AUTHORITY

## WE WANT TO HEAR FROM YOU

The Atlanta-region Transit Link Authority (ATL) has launched a regional study to evaluate commuter travel patterns, existing commuter bus service levels and identify potential service changes for the Xpress bus system to better match commuter demands. This study is a critical step to ensure commuters from across the region have convenient, comfortable, reliable, and connected transportation options.

This study, called **Redefining the Ride – Xpress 2.0**, represents the ATL's effort to:


- Better understand post-pandemic weekday travel habits
- Identify emerging and in-person job centers around the region
- Reimagine how regional commuter bus service can better serve riders while increasing ridership


The goal of **Redefining the Ride – Xpress 2.0** is to ultimately:

- Improve System Efficiency
- Expand Job Access
- Increase Ridership

Your feedback on our recommendations will help us refine and improve our service to better meet your needs and enhance your overall experience.

**Thank you for your time and contribution!**

**1**   
Learn about the system recommendations

**2**   
Share your thoughts by taking a brief survey

If this information is needed in another language, please contact the ATL at (404) 893-2100 or [Transit@atltransit.com](mailto:Transit@atltransit.com).  
Si la información que se necesita en otro idioma, comuníquese con (404) 893-2100.  
如需需要一种语言的信息, 请联系我们 (404) 893-2100.  
정보가 다른 언어로 필요하면 주 (404) 893-2100 로 문의하십시오.  
Nếu thông tin là cần thiết trong một ngôn ngữ khác, sau đó liên lạc (404) 893-2100.

# Public Engagement

## Virtual Meetings

Two virtual meetings were held on July 9 and July 10 to provide participants with a detailed overview of the draft system recommendations.

### By the Numbers:

- 93** Unique Viewers on July 9
- 89** Unique Viewers on July 10
- 87** Total Questions Received
- 35** Total Comments

- ▶ Participants received a guided presentation outlining the system recommendations.
- ▶ Following the presentation, participants were invited to ask questions via the chat function, many of which were answered during the meetings.
- ▶ All questions and comments were captured responded to with written answers – website FAQs and emailed to participants



Xpress is considering changes that reimagine how our service can better serve riders while identifying service priorities and opportunities to connect to more destinations. Your voice is critical in helping advance this effort. To learn more visit [bit.ly/redefinetheride](https://bit.ly/redefinetheride).



9:01 AM · 27 Jun 24 · 82 Views

# Public Engagement

## Total Website Views

**1.62K** Xpress Website - Total Views

**83** ATL Website - Total Views

## Social Media Statistics

**7,641** Followers X, Facebook, Instagram & LinkedIn

**10,383** Impressions

## Newsletter Statistics

June 27 Edition

**2,197** Opens

**229** Clicks

July 1 Edition

**2,378** Opens

**251** Clicks

## Online Survey Responses

Online survey closes August 9

**600+** Completed Surveys



About Redefining the Ride - Xpress 2.0



The Atlanta region continues to experience unprecedented growth, changes in travel priorities and preferences, and the emergence of expanded job locations.

In response, the Atlanta-region Transit Link Authority (ATL) has launched a regional study to evaluate commuter travel patterns, existing commuter bus service levels and identify potential service changes for the Xpress bus system to better match commuter demands. This study is a critical step to ensure commuters from across the region have a convenient, comfortable, reliable, and integrated transportation options.

This study called Redefining the Ride - Xpress 2.0, represents the ATL's effort to:

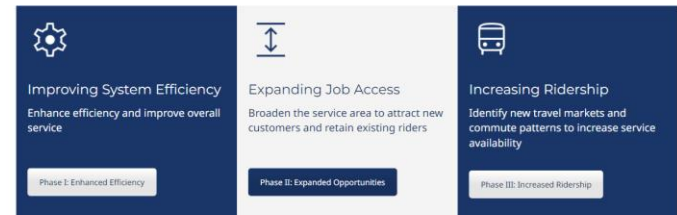
- Better understand post-pandemic weekday travel habits
- Identify emerging and in-person job centers around the region
- Reimagine how regional commuter bus service can better serve riders while increasing ridership.

### STEP 1: LEARN ABOUT THE SYSTEM RECOMMENDATIONS

**STEP 2: SHARE YOUR THOUGHTS ABOUT THE PROPOSED SYSTEM RECOMMENDATIONS AND [TAKE OUR BRIEF SURVEY TODAY](#)**

### DRAFT REDEFINING THE RIDE - XPRESS 2.0 SYSTEM RECOMMENDATIONS

The draft recommendations propose a streamlined approach to aligning current demand and ensuring reliable commuting options to key destinations. With Xpress ridership at only 30% of pre-pandemic levels, adjustments are needed. Despite the significant drop in ridership, service levels, route structures, and the number of park-and-ride lots remain unchanged since the height of the pandemic. Operating 27 bus routes, 27 park-and-ride lots, and 55 bus stops, Xpress is currently providing far more service than is being utilized. The draft Redefining the Ride - Xpress 2.0 recommendations adjust Xpress services to better match actual usage and improve overall efficiency.



# Virtual Meeting Insights: What We've Heard



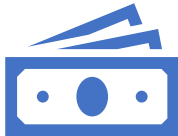
Impact to Trip Times



Timeline for Possible Changes



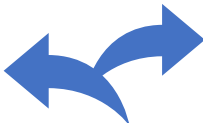
Coordination with Transit Partners



Costs Associated with Transfers/Fare Changes



Considerations for Individuals with Disabilities



Alternative System Considerations



Transfer Locations and Coordination



App/Trip Planning Reliability



Route and Park-and-Ride Location Adjustments



Service/Park-and-Ride Selection Criteria

# Online Survey Insights: What Respondents Indicated



Impact to Trip Times



Desire for Increased Service Spans



Retain Routes/Service



Concerns with Overcrowding



Retain Park-and-Ride Locations



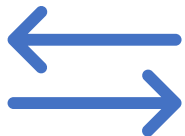
Requests for Enhanced Services (e.g., amenities, trip planning)



Retain Downtown Stop Locations



Need for more Information, Marketing, and Education



Concerns for Transfers/  
Use of MARTA



Safety Concerns with Transfers and Walking to Destinations



# Public Engagement

- ▶ Engagement activities reached significant numbers of riders and stakeholders
- ▶ Received valuable and meaningful feedback from participants

**Staff recommends the Board direct the commencement of service planning to develop route and stop specific recommendations, guided by public engagement feedback and the Redefine the Ride Phase 1 system recommendations.**

# Next Steps

## ► Detailed Service Planning

- Revise analysis with updated data and incorporate into detailed route alignments, stop locations, and schedules

## ► Financial Analysis

- Asses potential impacts to fare recovery and federal funding from proposed system changes

## ► Public and Stakeholder Engagement

- Complete FTA required public engagement and Title VI analysis on refined routes and avoid, minimize or mitigate impacts, if necessary
- Coordinate with partner transit providers on proposed service changes

## ► Submit Service Changes for Board Approval

- Coordinate with operations contractor on necessary changes to assign drivers to routes
- Develop and execute communication plan to inform riders of final service changes and help riders plan their new commutes
- Initiate implementation of new routes



**ADJOURN**

**The Regional Transit Planning Committee  
Meeting Will Begin Momentarily**