



Network Redesign

Rider's Advisory Council 5.5.21

Agenda

What is a Network Redesign?

Competing Goals

Work To-Date

Next Steps





What is a Network Redesign

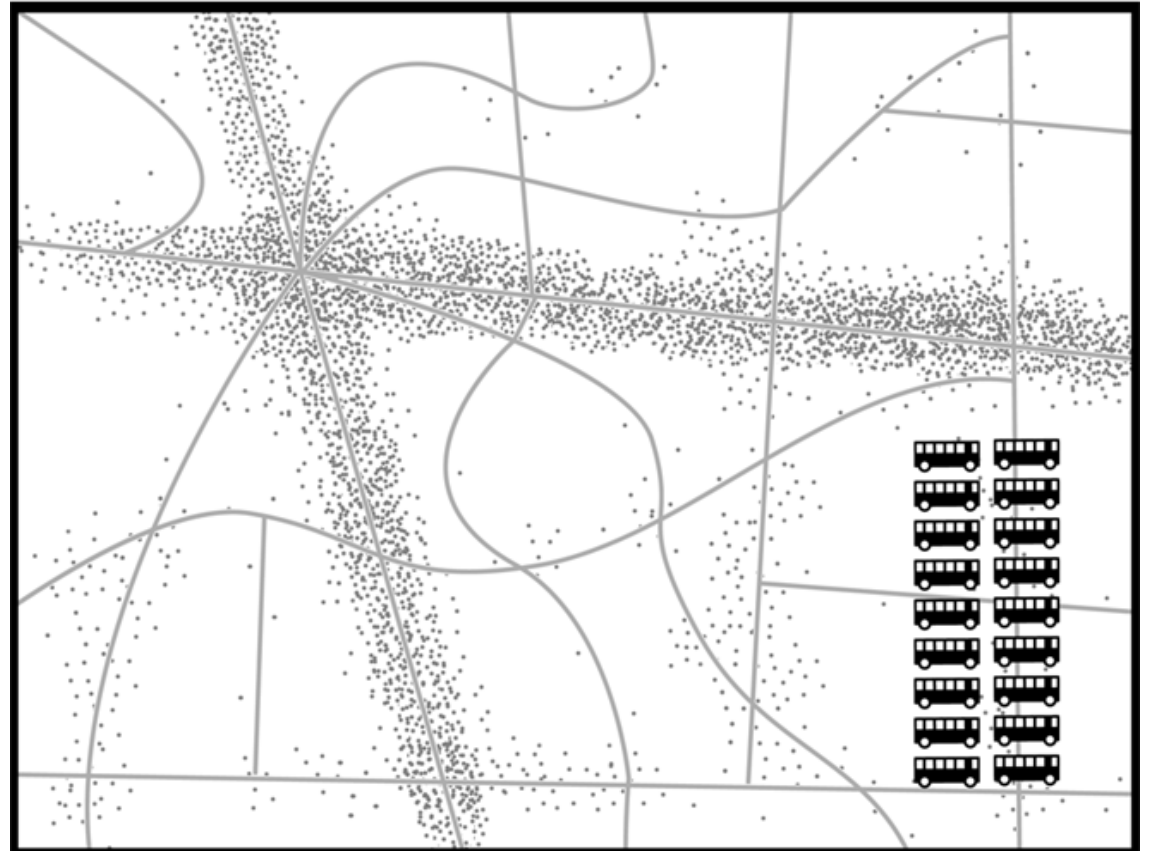
A Network Redesign is a unique opportunity for the Authority, its transit partners, and customers to create a new system of bus routes that will better align with the priorities of Atlanta area residents and businesses today.

Each bus route will be evaluated and possibly modified, with some routes undergoing more substantial changes than others.

This is rearranging existing service, not adding new service.

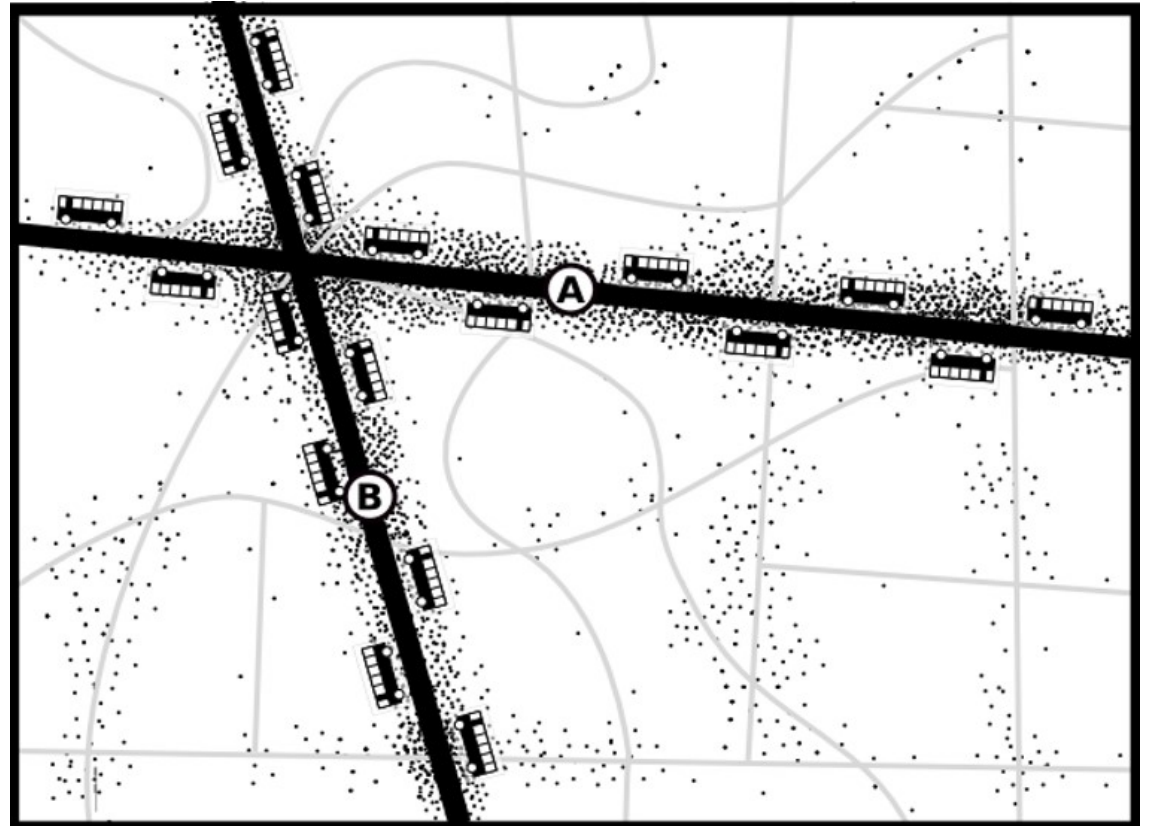
Different Goals, Different Service

- Imagine you had 18 buses to serve this fictional town.
- Dots are the locations of residents and jobs



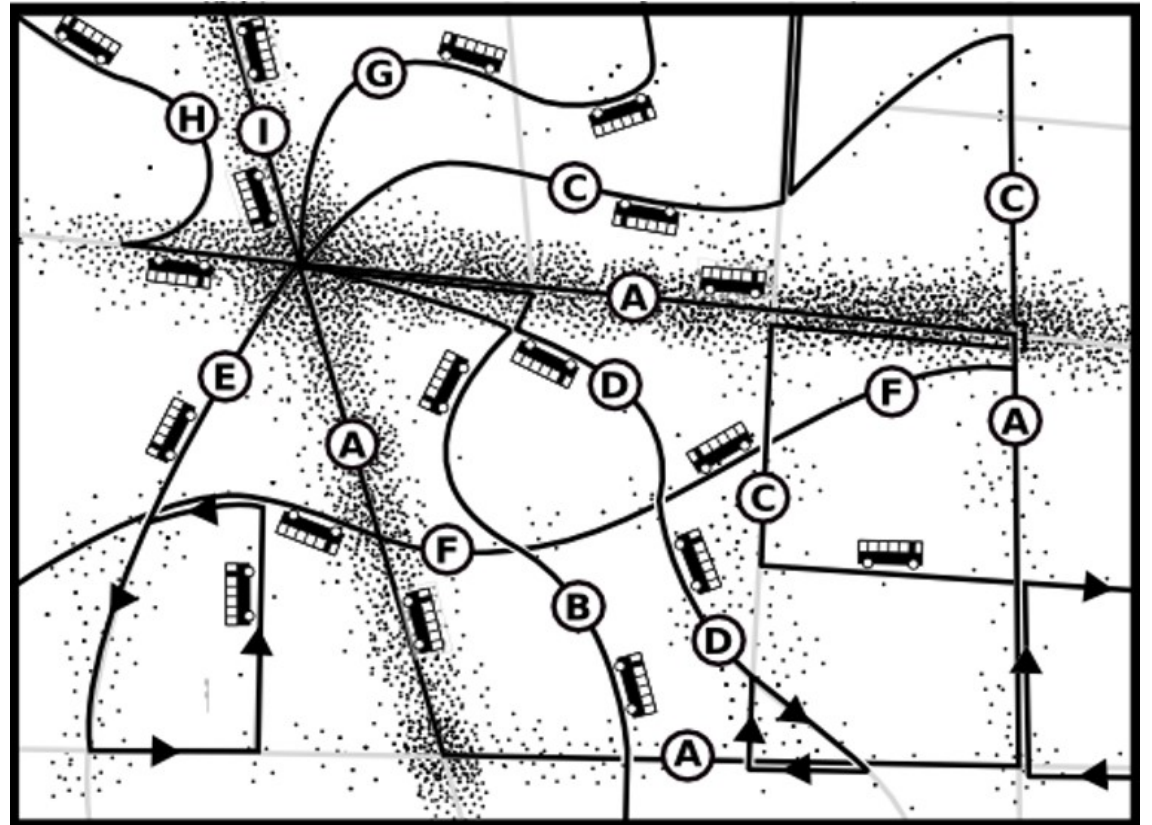
Ridership Goal

- If your only goal were ridership, you would focus on service that generates the most ridership for the least cost.
- That means high frequency in places that are dense, walkable, and linear, but no service elsewhere.

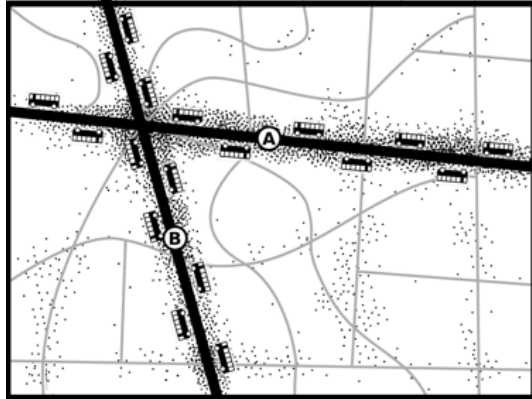


Coverage Goal

- If your only goal were Coverage, you would spread service out.
- So, you'd have a lot of routes, which means you couldn't afford to run them very frequently...
- which makes them not at useful, so fewer people ride.

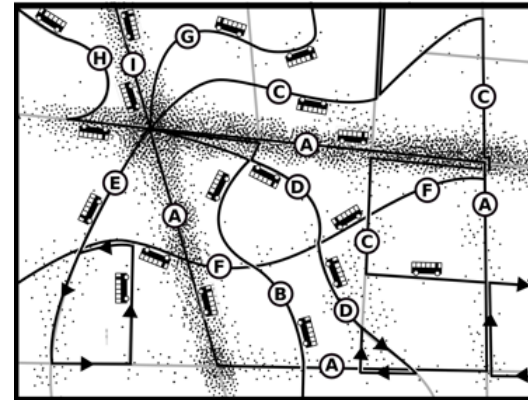


Both goals are important, ... but they lead opposite directions!



Ridership Goal

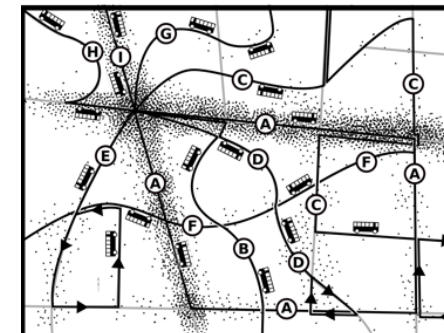
- “Think like a business.”
- Lowest subsidy per passenger.
- Supports dense and walkable development.
- Max. emissions reduction.
- Max. reduction of vehicle miles traveled.



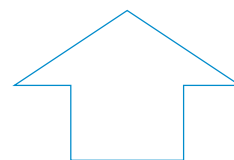
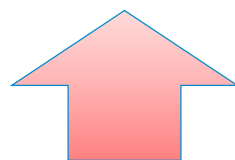
Coverage Goal

- “Think like a public service.”
- “Access for all”
- Lifeline access for every home and job.
- Service to every member city or electoral district.

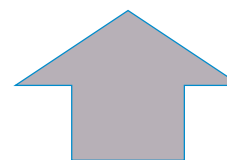
Major Policy Choices



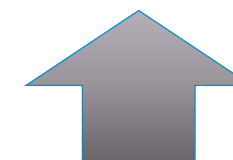
More ridership potential?



Existing balance:
~65% ridership,
30% coverage



More coverage?

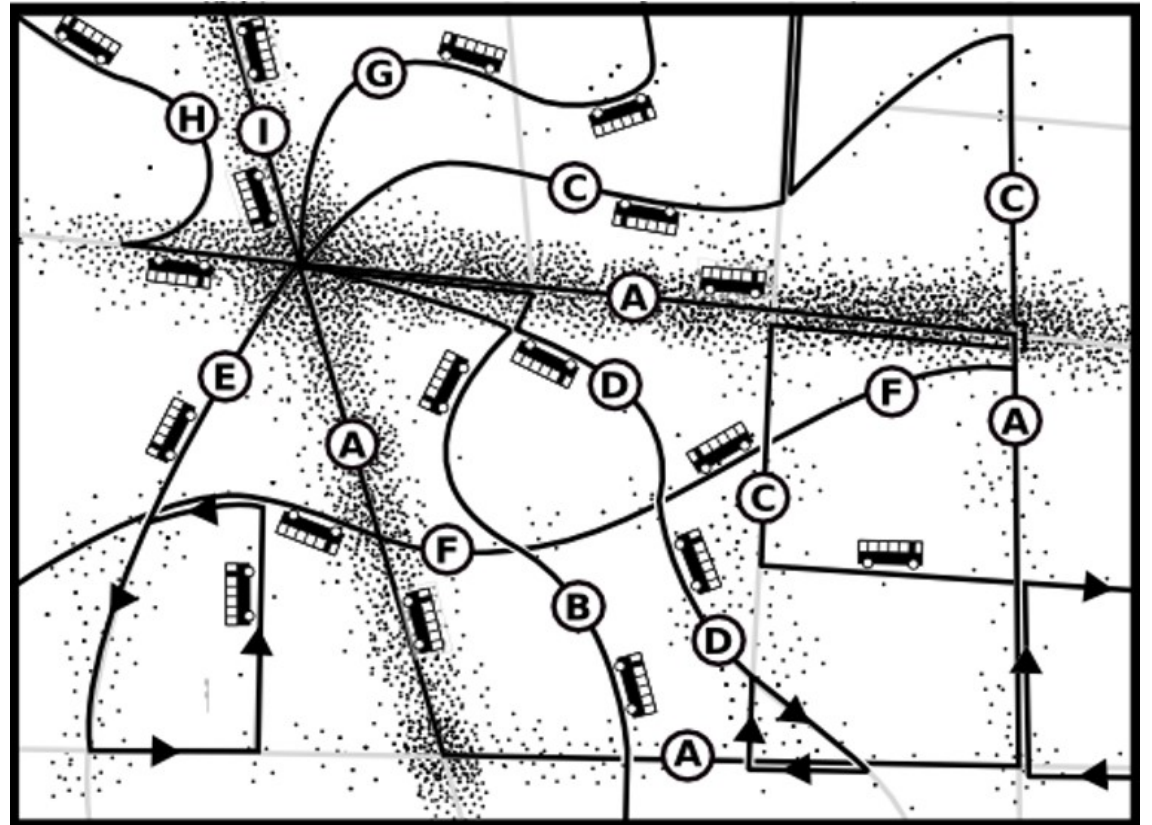


What degree of change should be considered in this network redesign?

How much of the MARTA bus budget should be allocated to high-ridership service?

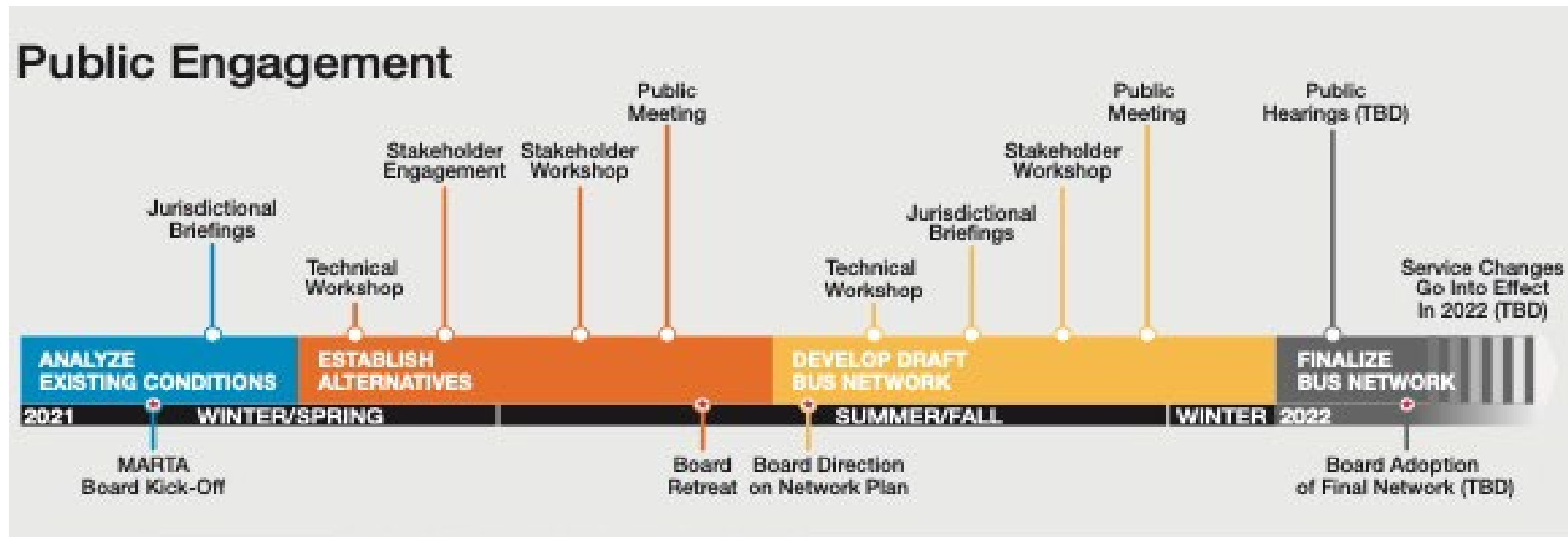
Work To-Date

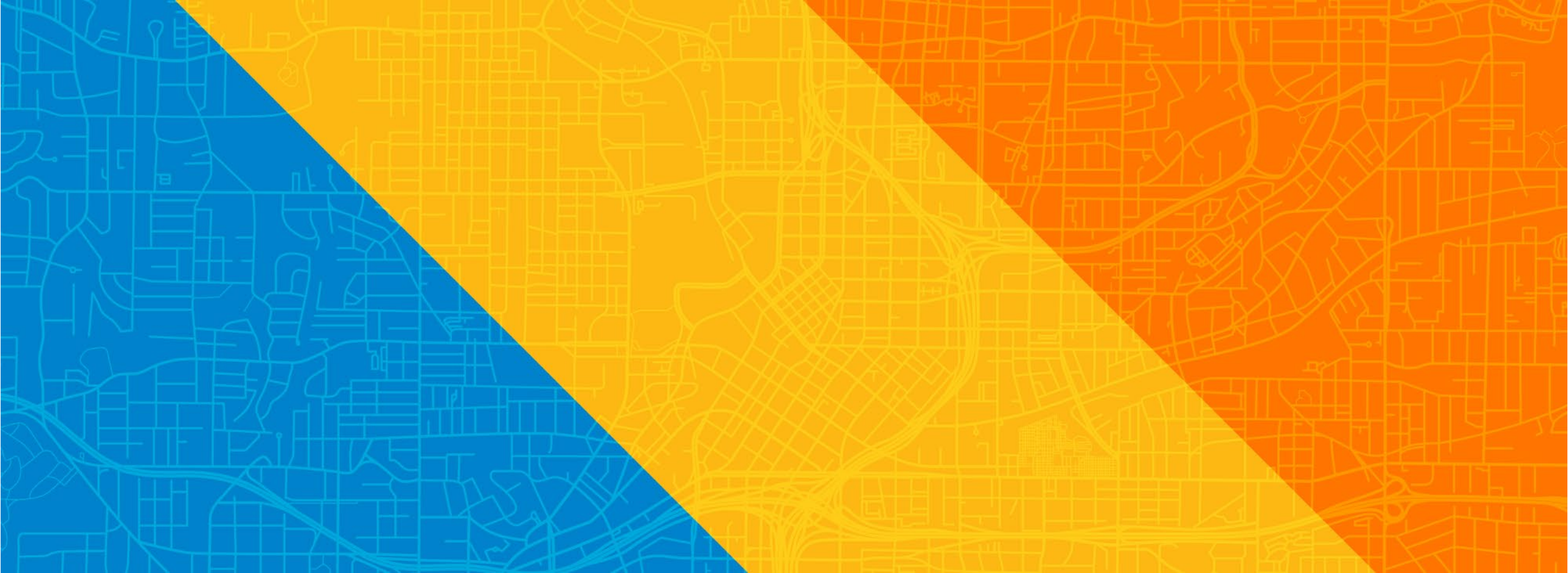
- JWA has completed an evaluation of ridership and service from Fall 2019 – before the pandemic.
- Have met with 20+ MARTA-area cities and counties (experts in land use, street operations, demographics, development, and future plans).
- We've asked them how to change MARTA's bus network



Next Steps

Finish drawing two intentionally different concepts with Stakeholders. Then concepts will be taken to the public to generate conversation, understand priorities. After Board reaction, will draft Bus Network to be taken public.





Thank You

