

marta

reach

MARTA and Georgia Tech are partnering on a 6-month pilot of a new on-demand rideshare service, connecting riders in three zones across the region to MARTA bus and rail service. This pilot is meant to test how on-demand shuttles can be used to make it easier and faster for our riders to get to and from their destinations using MARTA. We're calling this program: **MARTA Reach**. As MARTA explores new options with our *NextGen Bus project*, we're using this pilot to learn how on-demand service can work to supplement and expand the reach of our buses and trains. MARTA Reach is meant to work with our existing services, and will help minimize waiting and walking.

MARTA REACH IS EXPANDING!

MARTA is expanding the Reach pilot service to reach more riders. New zones are being added and we're expanding the existing ones. Visit itsmarta.com/reach for more information and to learn about where the service operates!

WHAT WE'RE TRYING TO LEARN:

How does on-demand service work to serve first-mile needs in residential, industrial, and mixed-use communities?

How many people in the region are interested in on-demand service, and how will they use it?

How do the costs of on-demand service compare with fixed route service?

At the beginning of your trip? Use MARTA Reach to get to your local bus stop or train station – the bus or the train will get you the rest of the way.

You can also use MARTA Reach on the other side of your trip. Connect with one of our shuttles after getting off the bus or train, within one of the zones, and we'll help you reach the front door of your destination.



HOW DOES IT **WORK?**

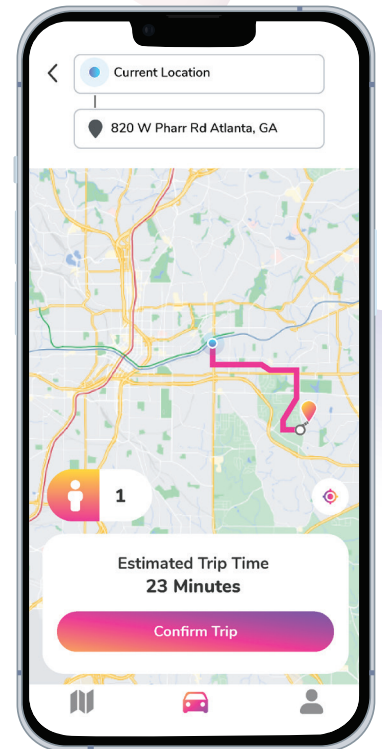
MARTA Reach service will run from 6:00am – 7:00pm, Monday – Friday. The wait time for a vehicle will be at most 15 minutes. Depending on time of day, traffic, and road closures.

Rides can be booked by downloading the MARTA Reach app from your smartphone's mobile app store. Riders can also request rides by phone. The app will guide you to designated pick-up and drop-off stops near the beginning or end of your trip. If there's not a stop where you'd like, you can request additional stop locations in the app.

MARTA Reach is a ridesharing platform, meaning during your trip other passengers may be picked up or dropped off.

Use of a face mask is encouraged but not required while riding MARTA.

Shuttles are wheelchair and stroller accessible.
At this time, bikes are not allowed on MARTA Reach vehicles.



HOW MUCH WILL IT **COST?**

During this pilot, MARTA Reach will cost the same as MARTA bus and rail service, \$2.50. All shuttles will be equipped with Breeze and Breeze mobile readers, as well as fareboxes that accept cash. All transfer rules will work the same as bus and rail. No transfers are accepted to/from the Atlanta Streetcar.

Have questions? Email us at Reach@itsmarta.com.
Find out more at itsmarta.com/reach



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TO YOUR DOOR!**

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or another language, please call 404-848-4037