



Horizon 1 Implementation Update

DIRECT >>>>
XPRESS

March 9, 2016



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GRTA launched Direct *Xpress* to make the service more attractive to current and potential customers

- Improve on-time performance
- Maximize productivity
- Maximize cost-effectiveness of the current system
- Identify opportunities to market *Xpress* to potential new riders

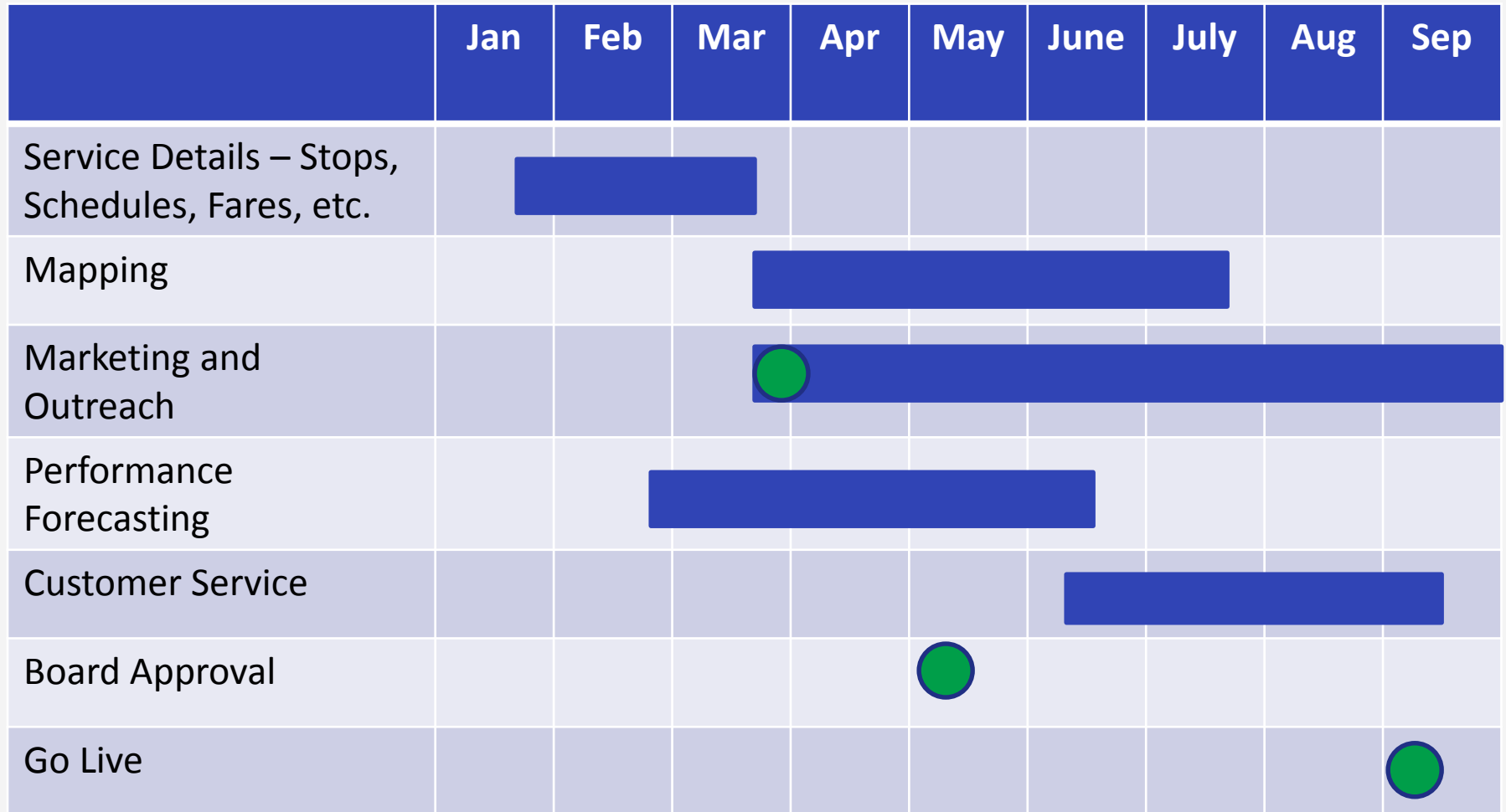


Implementation of Horizon 1

- Improves efficiency and effectiveness
- Increases reliability
- Uses current resource levels
- Positions *Xpress* for ridership growth
- Makes service easier to understand



Horizon 1 implementation timeline

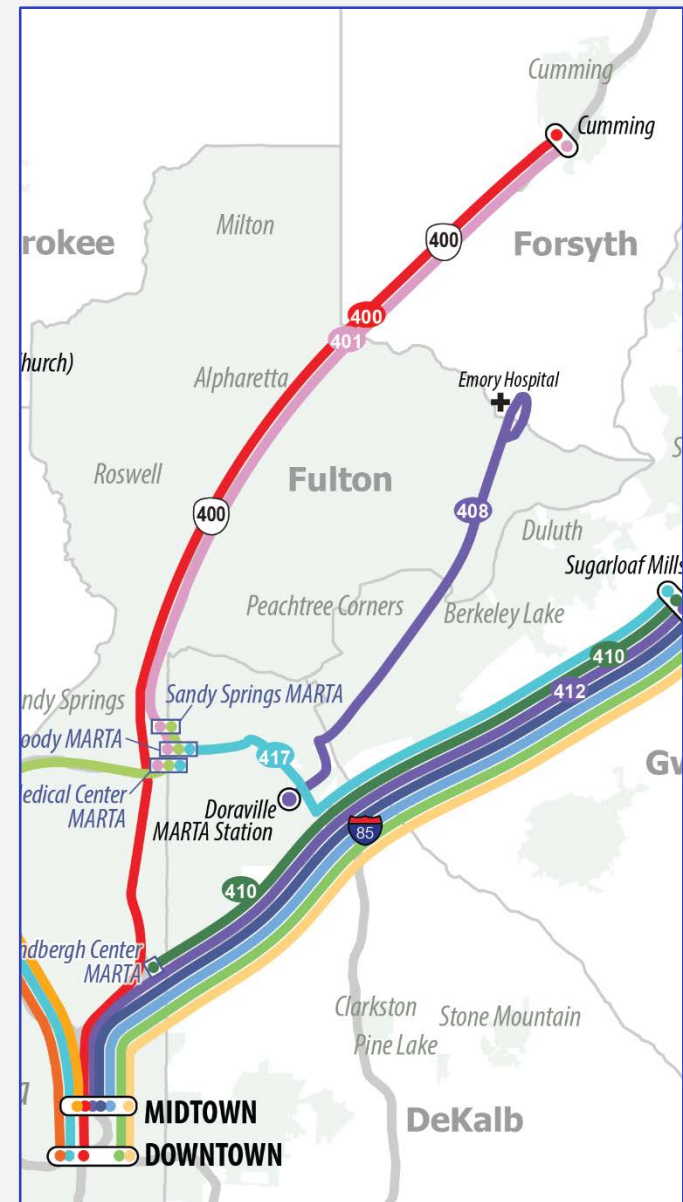


Horizon 1 implementation – Board steps to adoption

1. Draft service changes and fare recommendations presented today
2. Public comment period open March 21-April 19
3. Public hearings scheduled for March 29 and 31
4. Board adoption of final service and fare recommendations (May)
5. Marketing and outreach activities continue
6. Horizon 1 service changes launch September 6, 2016

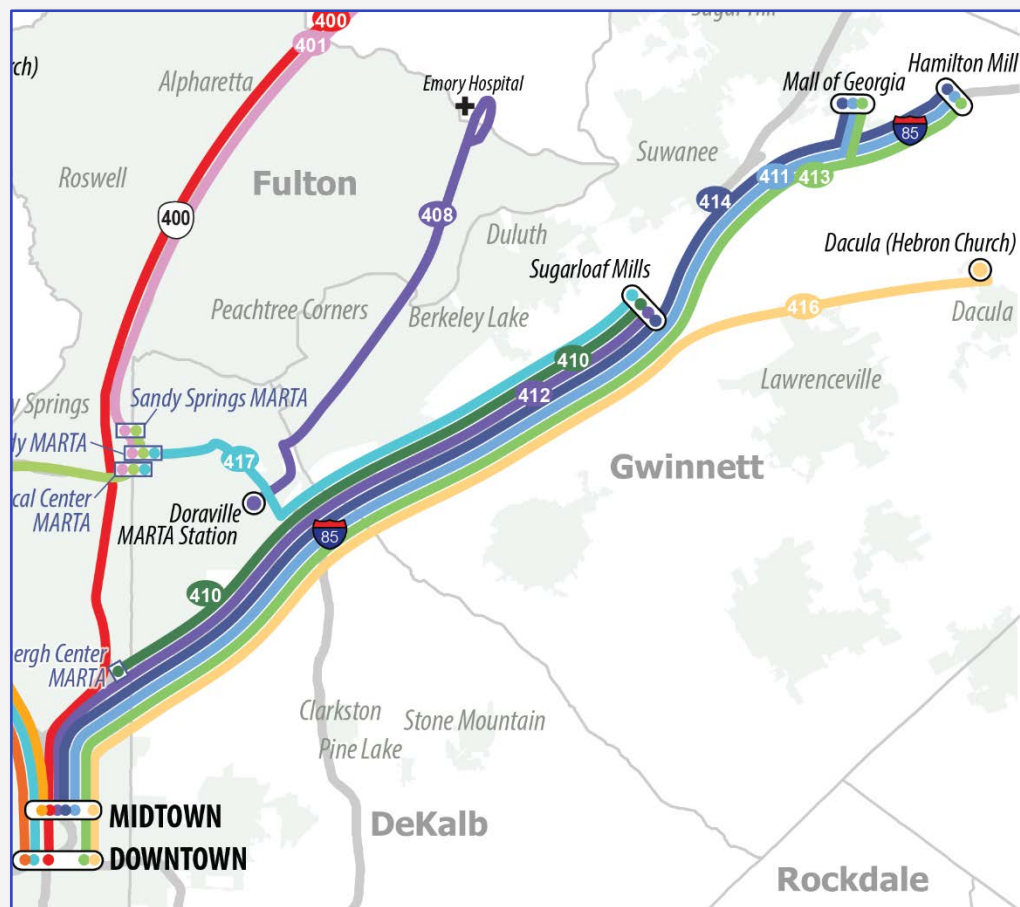
Horizon 1 Service Changes – GA 400 Corridor

- 400 – Schedule/stop location changes between Cumming and Downtown/Midtown. Reverse commute discontinued.
- New 401 – Provides new service between Cumming and Perimeter
- 408 – Schedule and bus stop location changes between Johns Creek and Doraville Station via Peachtree Parkway



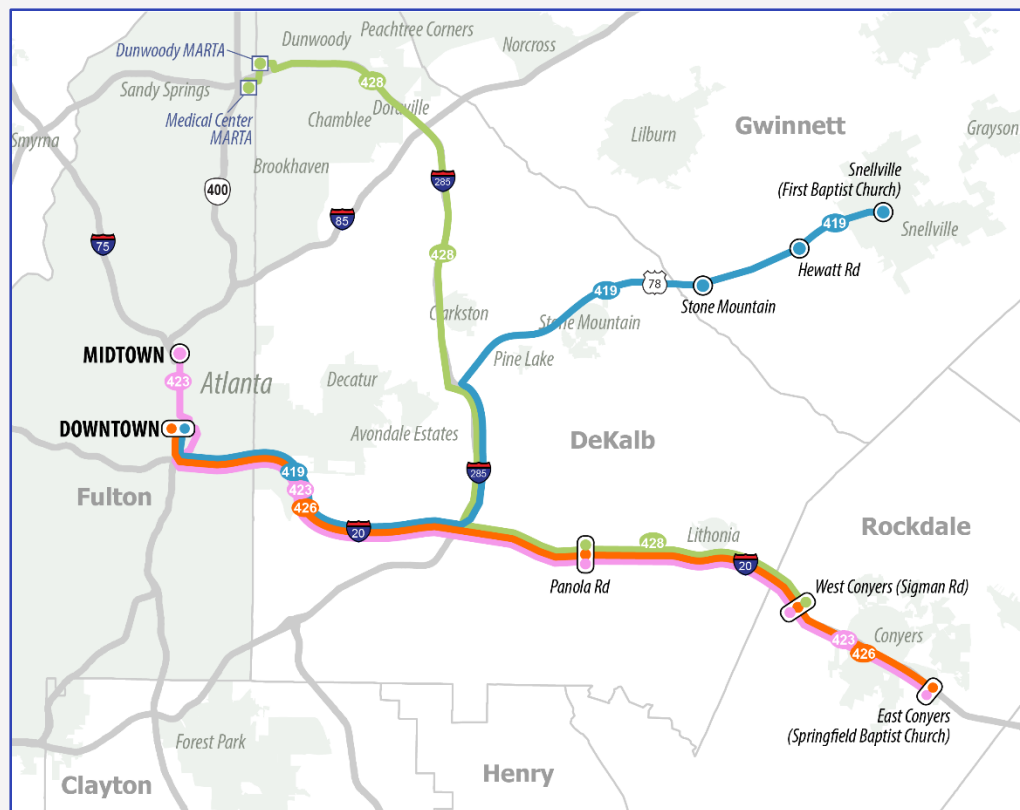
Horizon 1 Service Changes – I-85 North

- 410 – Schedule/stop location changes between Sugarloaf Mills and Lindbergh Center.
- 411 – Schedule/stop location changes between Hamilton Mill/Mall of GA and Midtown. Reverse commute discontinued.
- 412 – Schedule/stop location changes between Sugarloaf Mills and Midtown. Reverse commute discontinued.
- 413 – Schedule/stop location changes between Hamilton Mill/Mall of GA and Downtown. Reverse commute discontinued.
- New 414 – Consolidates trips during peak “shoulders” between all I-85 North Park & Rides and Midtown (Routes 411, 412, 413)
- 416 – Schedule/stop location changes between Dacula and Downtown/Midtown. Reverse commute discontinued.
- New 417* – Provides new service between Sugarloaf Mills and Perimeter.



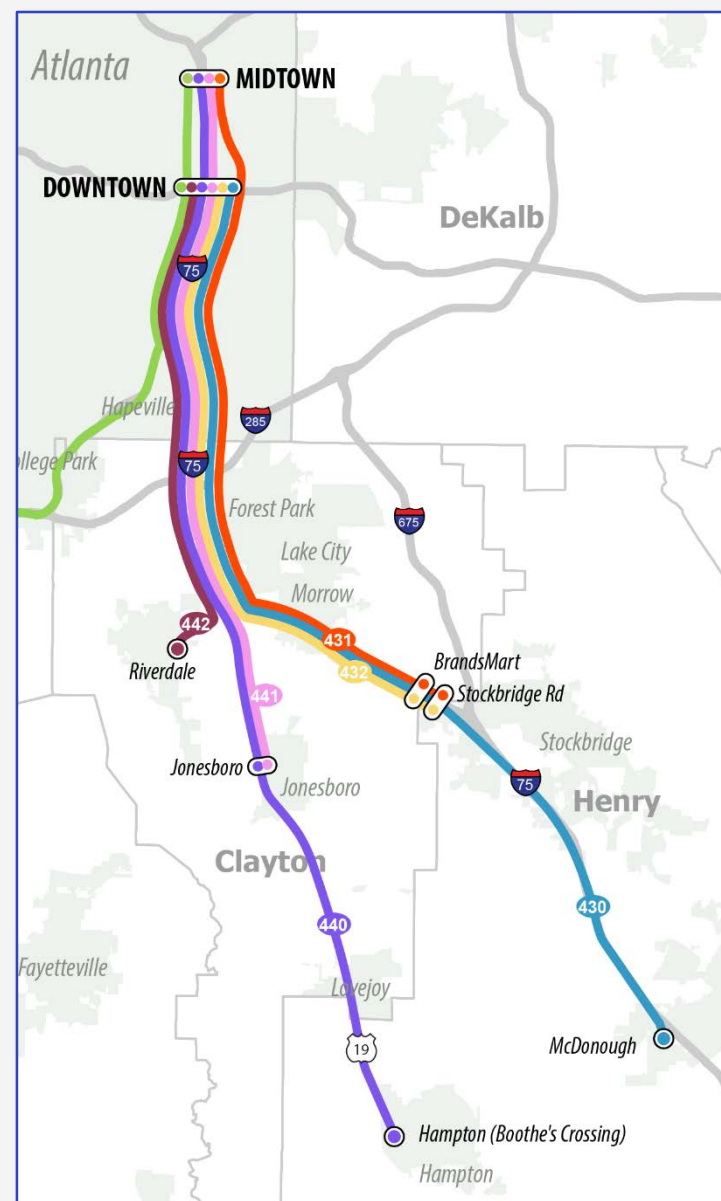
Horizon 1 Service Changes – US 78 and I-20 East

- New 419 – Consolidates service between Snellville/Stone Mountain and Downtown (Routes 418 and 424).
- 423 – Consolidates service between Conyers/Panola and Midtown (Routes 421 and 423). Reverse commute. Reverse commute discontinued.
- New 426 – Consolidates service between Conyers/Panola and Downtown (Routes 420, 422, and 425). Reverse commute discontinued.
- 428 – Schedule/stop location changes between West Conyers/Panola and Perimeter.



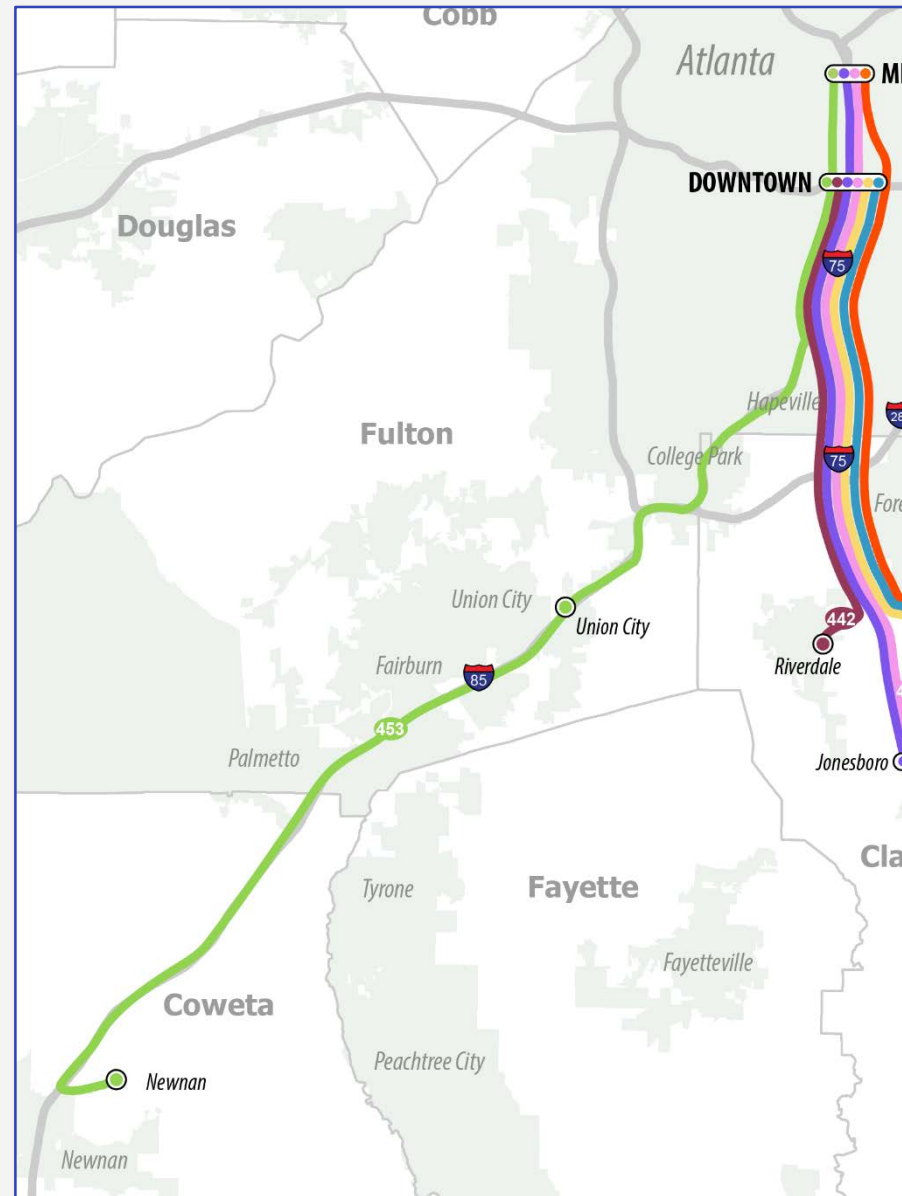
Horizon 1 Service Changes – I-75 South

- 430 – Schedule/stop location changes between McDonough and Downtown. Reverse commute discontinued.
- 431 – Schedule/stop location changes between Stockbridge and Midtown. Reverse commute discontinued.
- 432 – Schedule/stop location changes between Stockbridge and Downtown. Reverse commute discontinued.
- 440 – Schedule/stop location changes between Hampton/Jonesboro and Downtown/Midtown (Consolidate/ coordinate with Route 441)
- 441 - Schedule/stop location changes between Jonesboro and Downtown/Midtown. Reverse commute discontinued.
- 442 – Schedule/stop location changes between Riverdale and Downtown. Reverse commute discontinued.



Horizon 1 Service Changes – I-85 South

- New 453 – Consolidates service between Newnan/Union City and Downtown/Midtown (Routes 450, 451, and 455). Reverse commute discontinued.



Horizon 1 Service Changes – I-20 West

- New 463 – Consolidates service between Douglasville and Downtown/Midtown (Routes 460, 461 and 462). Reverse commute discontinued.
- 475 – Discontinued service between Mableton and Downtown.
- New 476 – Consolidates service between Hiram/Powder Springs and Downtown/Midtown (Routes 470 and 477). Reverse commute discontinued.



Horizon 1 Service Changes – I-75 North

- 480 – Schedule and bus stop location changes between Acworth/Town Center and Downtown.
- New 482* – Provides new service between Town Center and Perimeter
- New 483 – Consolidates service between Woodstock/Town Center and Midtown (Routes 481 and 491). Reverse commute discontinued.
- 490 – Schedule and bus stop location changes between Canton/Woodstock and Downtown.



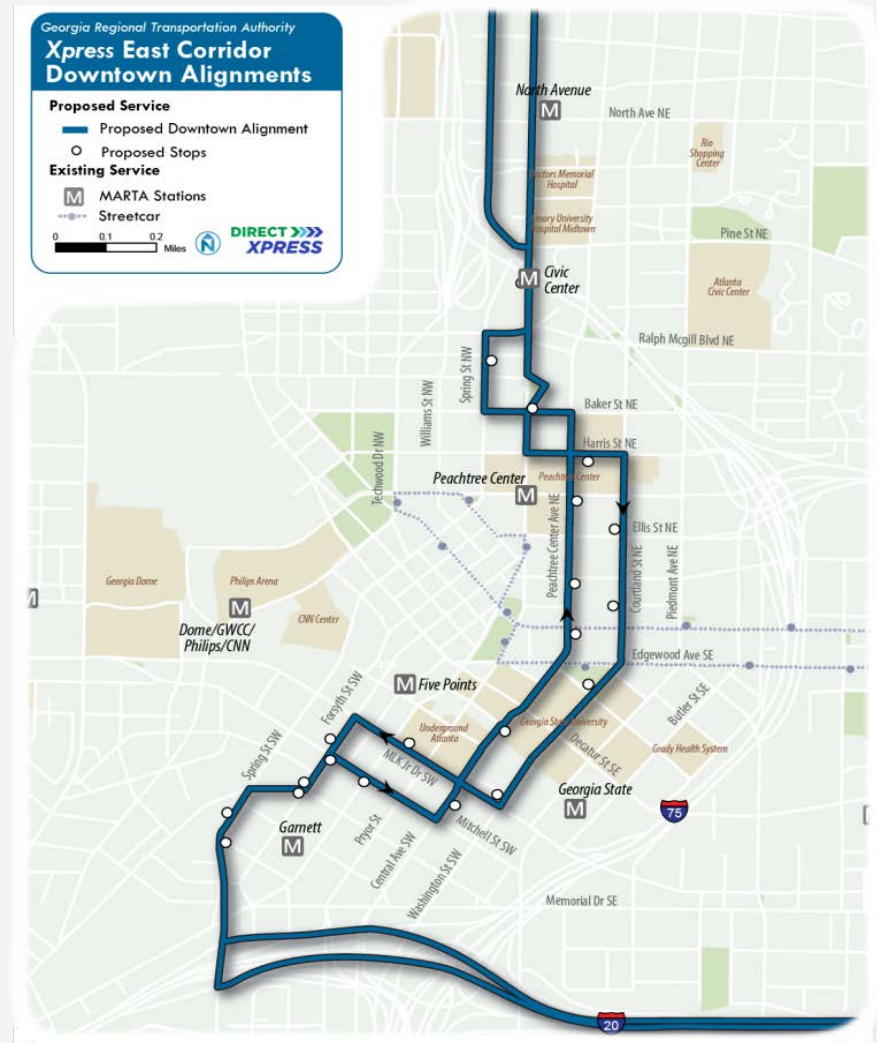
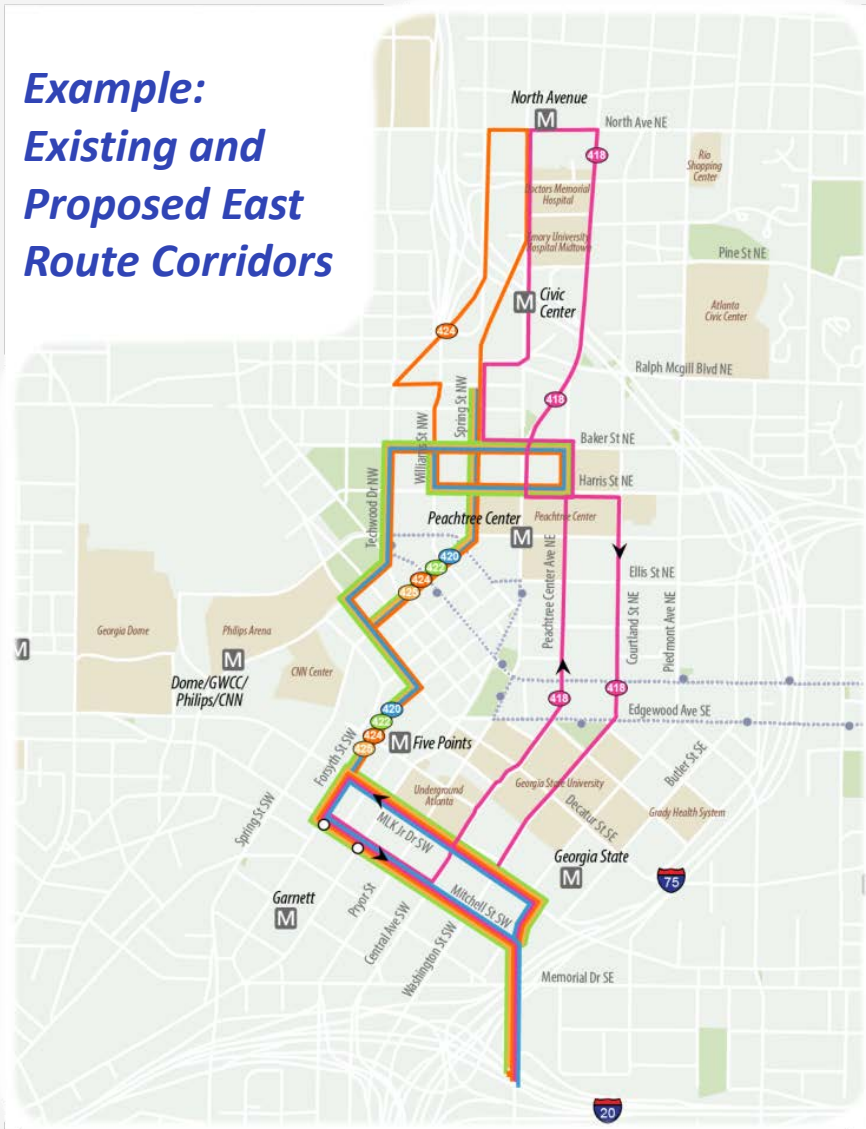
Horizon 1 Service Changes – Midtown

- Common service pattern for all routes where practical and feasible.
- Stops placed approximately every two blocks as needed near major employment centers.
 - Ongoing coordination with local jurisdictions.
- Maintains partner connections (MARTA / GCT / CCT) at Civic Center, North Avenue, Midtown and Arts Center MARTA Stations.



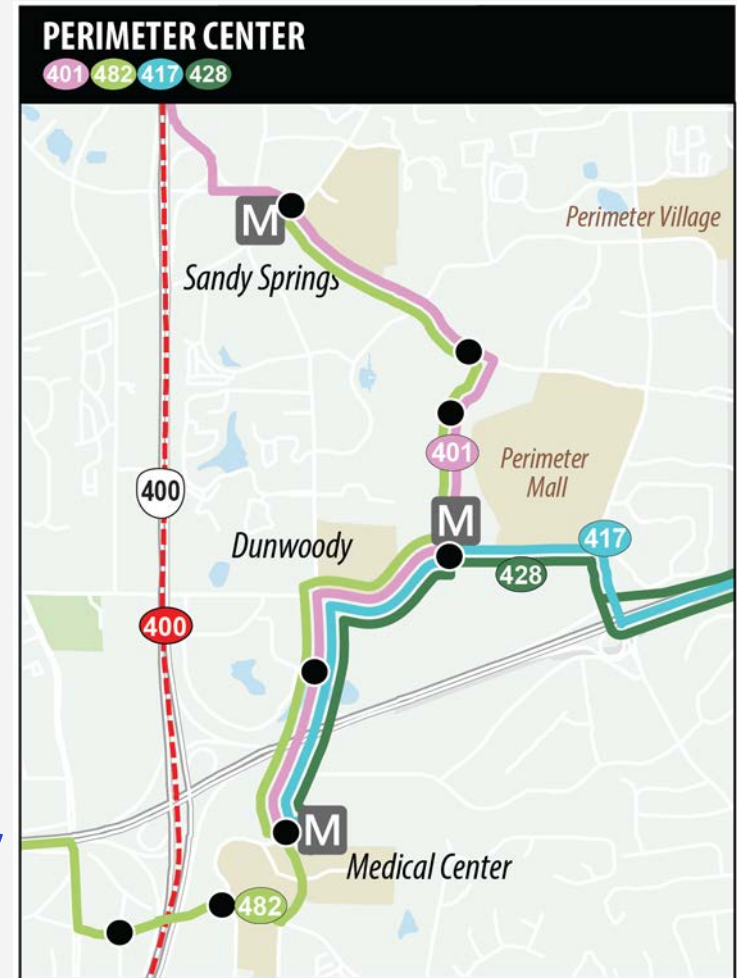
Horizon 1 Service Changes – Downtown

Example: Existing and Proposed East Route Corridors



Horizon 1 Service Changes – Perimeter

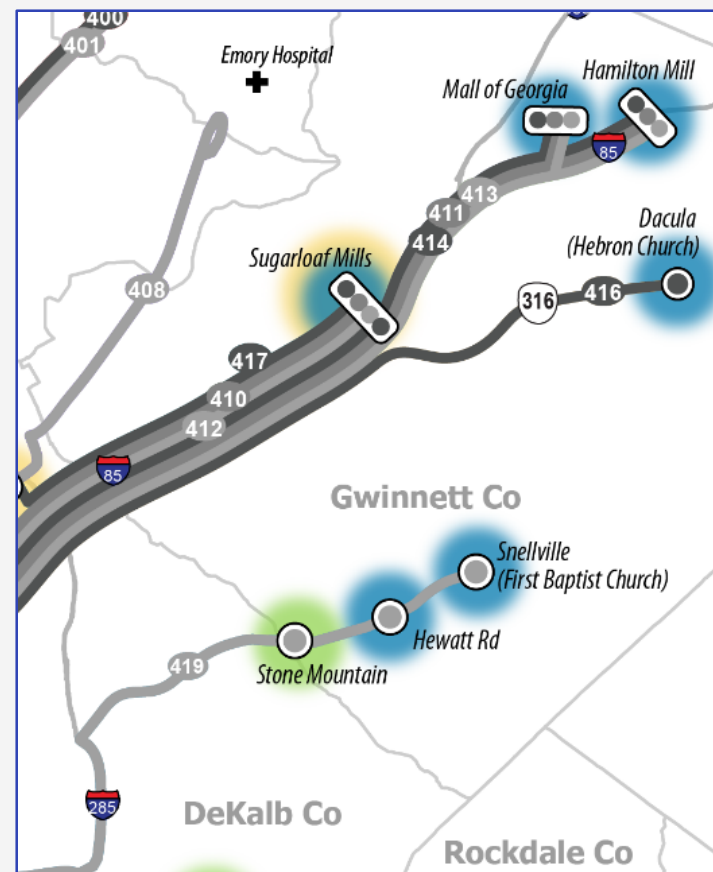
- Common service pattern for all routes where practical and feasible.
- Stops placed approximately every two blocks as needed near major employment centers.
 - Ongoing coordination with local jurisdictions.
- Maintains partner connections (MARTA) at Sandy Springs, Dunwoody and Medical Center MARTA Stations.



Fare Consistency – I-85 North Corridor

- Move from GCT Fare to GRTA Blue Zone Fare
- Pay as you exit (system wide)

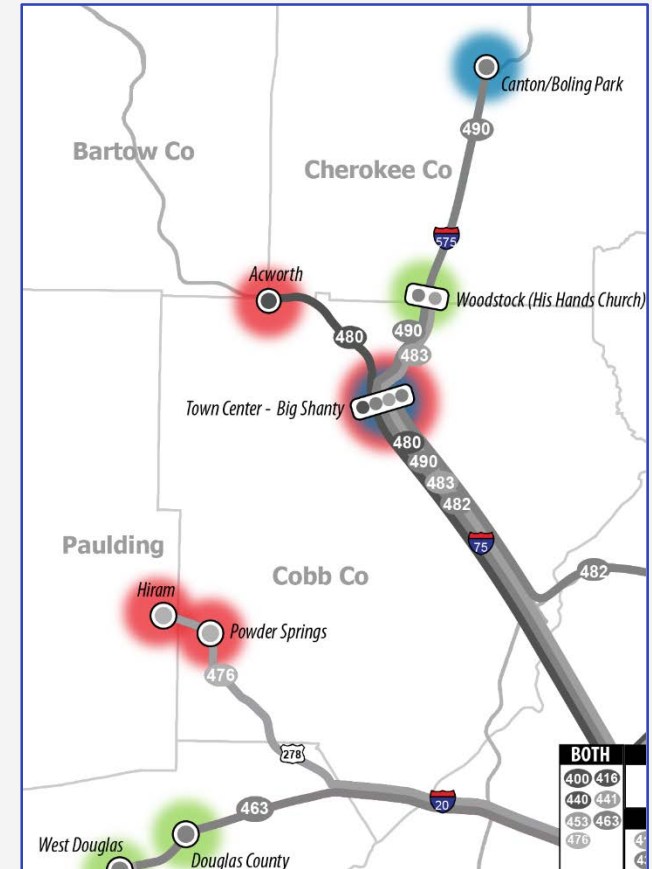
Route	Product	Current Fare	Proposed Fare
408 410	One - way	\$3.75	\$4.00
	Round trip	NA	\$7.00
	10-trip pass	\$32.50	\$35.00
	31-trip pass	\$130.00	\$125.00
412 414 419	One - way	\$5.00	\$4.00
	Round trip	NA	\$7.00
	10-trip pass	\$45.00	\$35.00
	31-trip pass	\$180.00	\$125.00



Fare Consistency – I-75 North Corridor

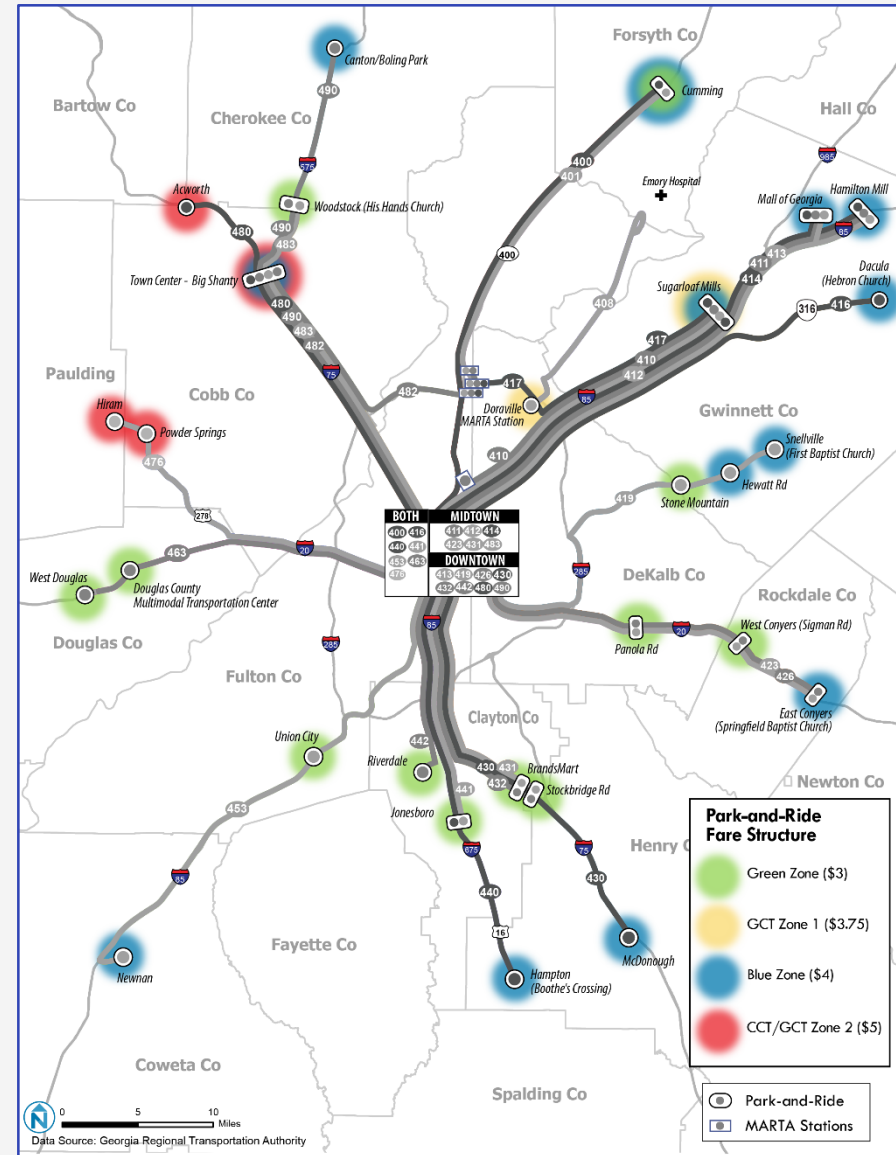
- Move from CCT Fare to GRTA Blue Zone Fare
- Pay as you exit (system wide)

Route	Product	Current Fare	Proposed Fare
481 (new 483)	One - way	\$5.00	\$4.00
	Round trip	NA	\$7.00
	10-trip pass	NA	\$35.00
	31-trip pass	\$125.00	\$125.00



Fare Consistency – Future Goals

- Move to a system wide flat fare
- Streamline fare products
- Streamline fare media



Transit service and fare equity analysis (Title VI)

- Proposed fare changes and service changes will be analyzed for disproportionate impacts.
- Analysis will determine and quantify benefits to and potential negative impacts on minority and low-income populations.
- If disproportionate impacts are identified, they must be avoided, minimized, or mitigated.
- Final service plan and fare recommendations will address Title VI requirements.

Measuring and managing success

- Performance forecasts will be used to determine what is working and what isn't. Focus on:
 - Productivity – *boardings by route*
 - Efficiency – *average passenger trip loads*
 - Reliability – *on-time performance*
 - Customer Satisfaction – *customer satisfaction survey results*
- Proposed targets will be presented at May board meeting.

Xpress will carry more riders!

Horizon 1 marketing and outreach activities

- Public meetings March 29 and 31
- Website redesign
- Campaign to highlight: improved service, new Wi-Fi, “Find My Bus” app
- New materials highlighting bus stop changes, routes and schedules
- Engagement of partner advocates (CIDs/TMAs)
- In-person events and social media activities to promote and prepare for launch

Next Steps

- Public meetings – March 29 and March 31
- Finalize service plan and fare changes based on feedback
- Calculate baseline performance metrics and set targets
- Present results at May board meeting
- Adopt changes at May board meeting



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