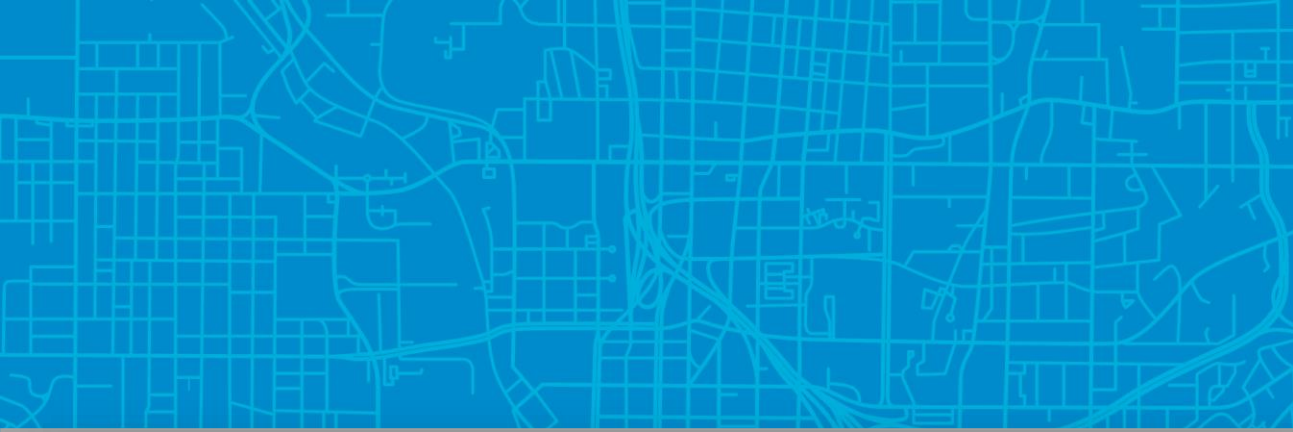


MARTA Mobility Services Leadership & Service Excellence



August 4, 2021



○ Purpose

 **What is Mobility?**

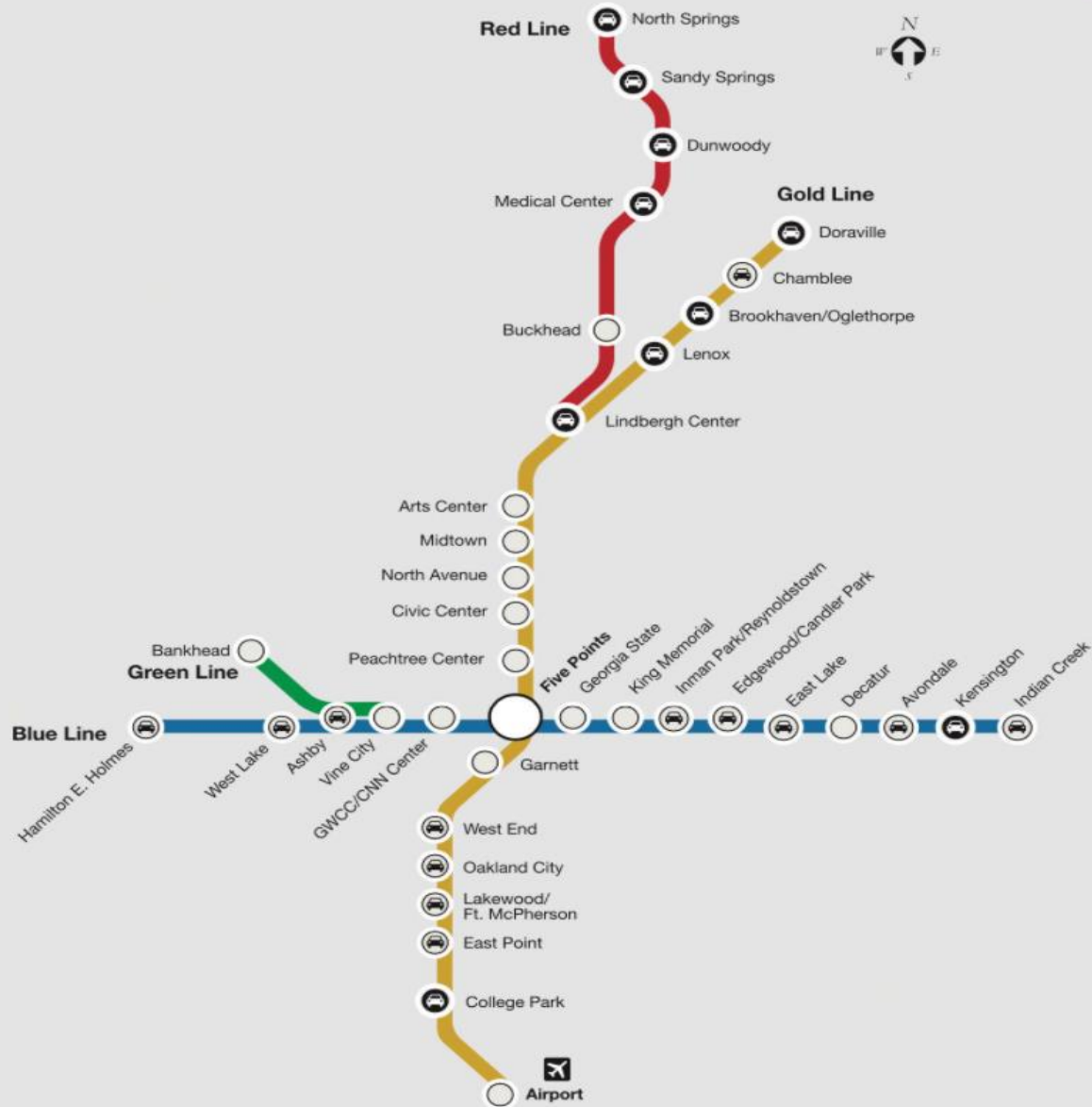
 **How are we currently doing?
(Our History)**

 **Future of Paratransit Services
(MARTA Mobility)**

MARTA Mobility At a Glance...

- Marta Mobility's service area includes Fulton, DeKalb, and Clayton Counties, as well as the City of Atlanta, within 947 square miles.
- The Office Mobility utilizes 240 vehicles. (L-Vans)
- 293 Mobility Bus Operators are supported by 106 behind-the-scenes staff.
- Mobility's FY22 Budget: \$38M (projected)





MARTA Mobility: Basic Foundations

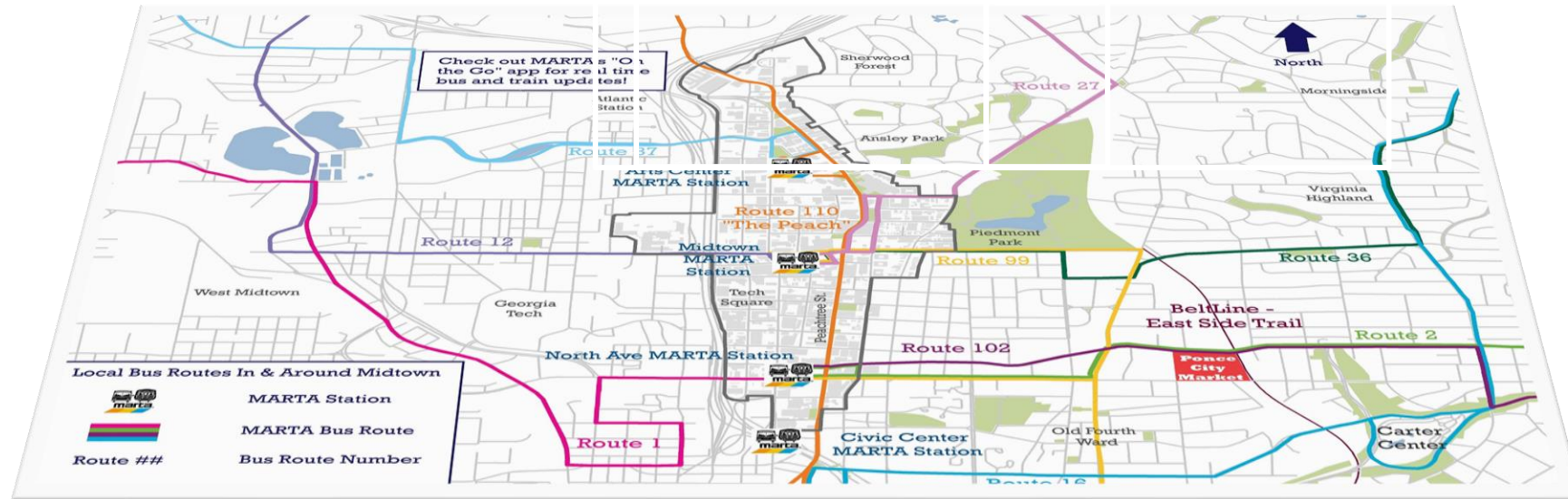
- > Travel time plus a 30-minute window.
- > PCA's and ADA Service Animals.
- > ¾ miles service on all Fixed-Route Bus lines.
- > Seven (7) day in advanced reservations.

- > MAC Committee Meetings.
- > TownHall Meetings.



MARTA Mobility & Bus Operations

“What we do Best!”



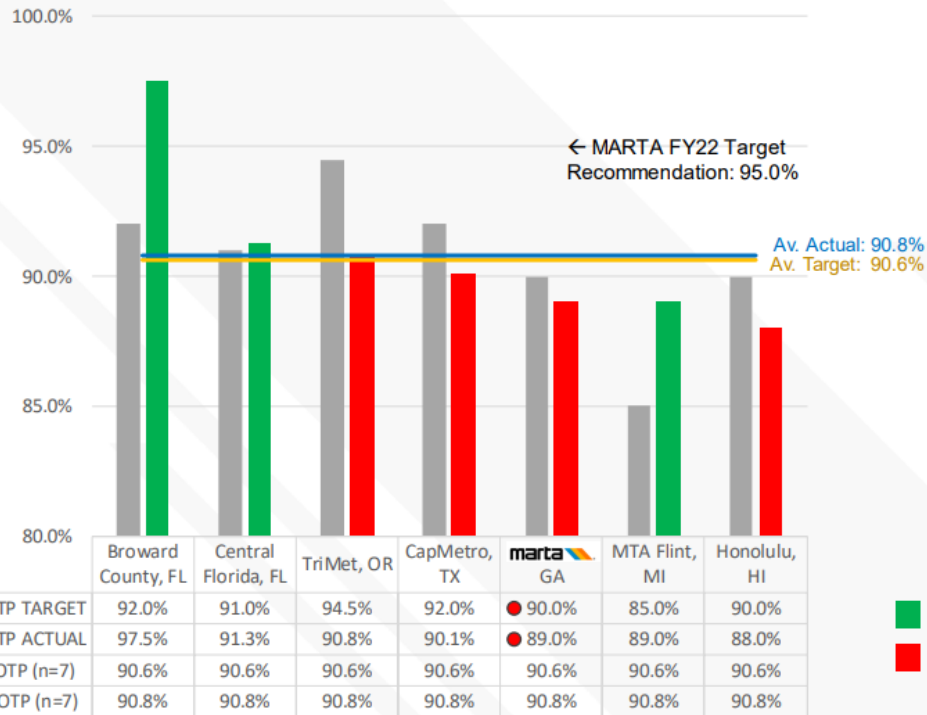
Understanding the big picture...

- Currently, Mobility ridership averages **9,163** Customers weekly
- On average, MARTA Mobility completes **7,844** trips a week
- Reservation Calls offered – **4,335** a week
- Call Abandonment Rate – **1.08%**
- Ridership trends are increasing at a **3% rate**, month-over-month

Being “On-Time” is key!

Mobility Van On-Time Performance (OTP)

External Benchmarking with FY2019 data



MARTA Mobility OTP ranks 5th out of seven peer agencies

- OTP Target is 0.6% below average
- OTP Performance is 1.8% below average

- Performing better than target
- Performing worse than target
- Performing better than average
- Performing worse than average

Keeping “Wait Times” low!

Mobility Van Reservation Call Wait Time

External Benchmarking with FY2019 data



MARTA Mobility Reservation Call Wait Time Performance is ranks 1st out of three agencies

- MARTA Target is 20 seconds lower than average.
- MARTA Performance is 85 seconds lower than average, or almost half of average call wait time.

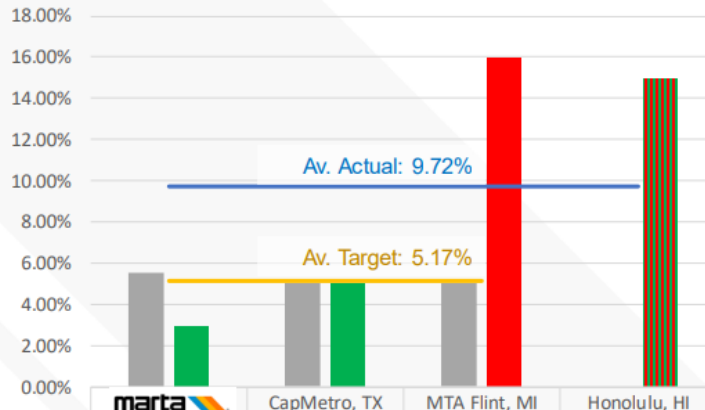
Res. Call Wait Time TARGET	120	120	98	180	180
Res. Call Wait Time ACTUAL	82	120	300		
Average Target Res. Call Wait Time (n=5)	140	140	140	140	140
Average Actual Res. Call Wait Time (n=3)	167	167	167		

- Performing better than target
- Performing worse than target
- Performing better than average
- Performing worse than average

Staying Connected...

Mobility Van Reservation Call Abandonment Rate

External Benchmarking with FY2019 data



Mobility Res. Call Abandonment Rate TARGET	● 5.50%	5.00%	5.00%	
Mobility Res. Call Abandonment Rate ACTUAL	● 2.92%	5.00%	16.00%	14.94%
Av. Target Res. Call Abandonment Rate (n=3)	5.17%	5.17%	5.17%	
Av. Actual Res. Call Abandonment Rate (n=4)	9.72%	9.72%	9.72%	9.72%

MARTA Mobility Reservation Average Call Abandonment Rate Performance ranks 1st out of four peer agencies.

- MARTA Target is 0.3% higher than average
- MARTA Performance is 6.8% better than average

- Performing better than target
- Performing worse than target
- Performing better than average
- Performing worse than average

What's next for Mobility?

marta

Mobility

RIDER'S GUIDE



IT'S MY MARTA

marta

ATS

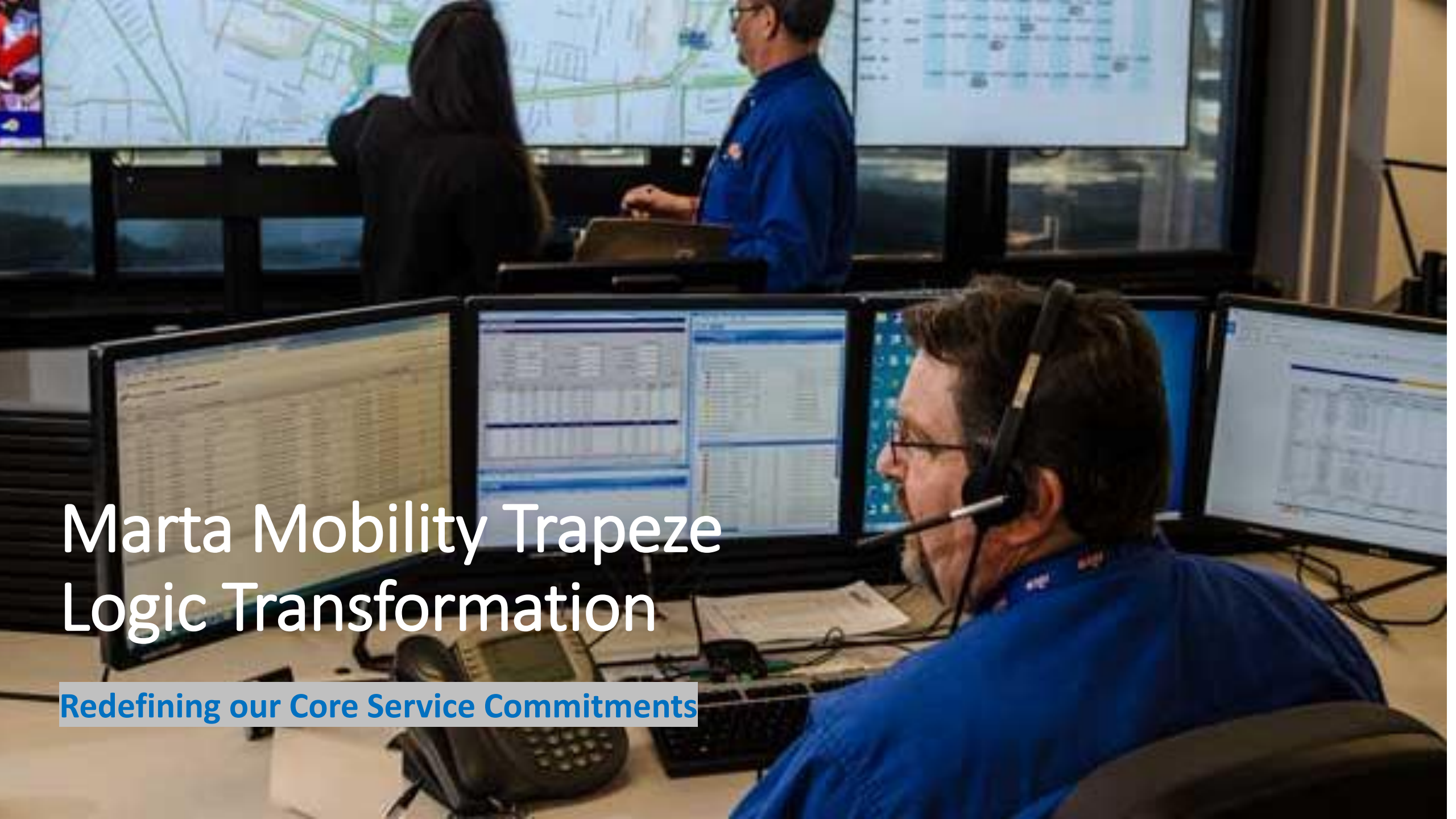
First Transit

transdev
the mobility company

GRESHAM
TRANSPORTATION SERVICES

MARTA's Mobility Partners

- First Transit
- Gresham Transportation
- TransDev
- ATS



Marta Mobility Trapeze Logic Transformation

Redefining our Core Service Commitments

Passenger Requested Appointment Times are Governed by Trapeze Drop Logic

- Drop logic is governed by the distance, time of day and the maximum on board time set in Trapeze.
- Drop logic coupled with on board time directly affects the overall on time performance (OTP) for MARTA Mobility.
- If the drop logic gives too much on board time the passenger may arrive very early.
- If drop logic gives too little time the passenger may arrive too late to make their appointment.



My Transit Manager

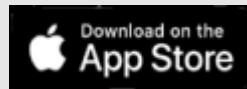
- **WWW.MYTransitManager.COM**

Deuxième niveau

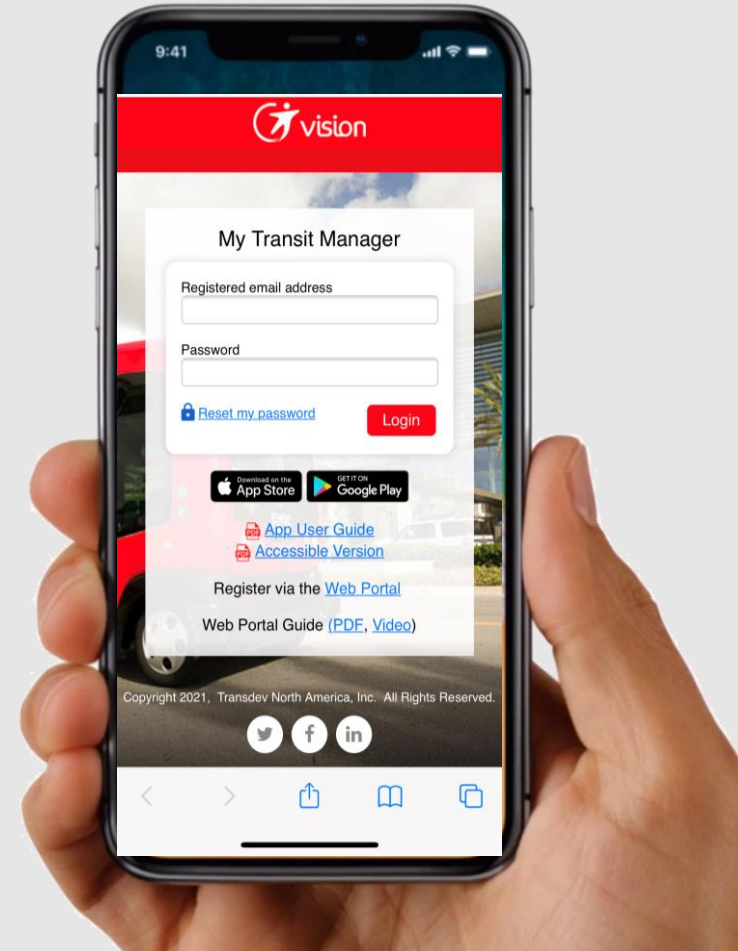
- **Apple: My Transit Manager**
Transdev Services, Inc.

- Cinquième niveau

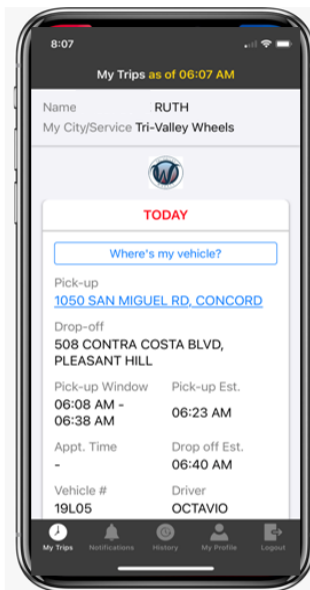
Sixième niveau



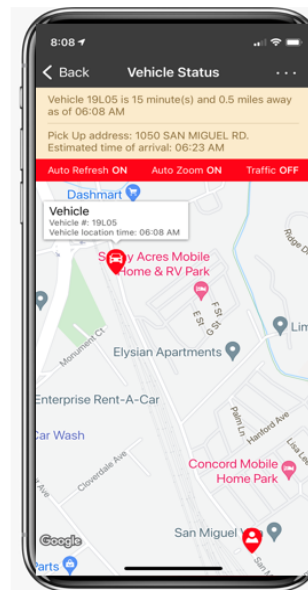
- **Android: My Transit Manager**
Transdev North America, INC.



Get Information on Active Pickups



- **Estimated Pickup time based on latest Trapeze GPS data**
- **See assigned vehicle number**
- **See driver first name**
- **Watch vehicle as it approaches pickup/drop-off location**



“Real-Time” Trip Identifiers

- ✓ **See trips scheduled for today and future days.**
- ✓ **View vehicle location for trips in progress.**
- ✓ **Passenger notifications via app, text, email, and/or IVR.**
- ✓ **Caregiver can monitor progress throughout the ride.**

Major Accomplishments

- 100% of the fleet outfitted with GPS Ionization Unit
- Provided supplemental TR4 Shuttle Service for Mobility Customers
 - 5 L vans per shift, February 16 - 22
- Working with community apartment complexes on gate timing issues
- MDT Tablet mobilization & Verizon collaboration
- P42894 – Mobility O&M First Transit mobilization, seamless transition
- P46865 – Centralized Dispatch & Scheduling award completed – TransDev Inc.
- P46866 – Eligibility Assessment Services award – Transdev Inc.

JULY
2021



ADA 31



Americans with Disabilities Act
Celebrate the ADA! July 26, 2021



MAC MEMBER SPOTLIGHT

The ADA turns 31 today!

In recognition of **NATIONAL DISABILITY INDEPENDENCE DAY**, which commemorates the 1990 signing of the Americans with Disabilities Act, we recognize MARTA Accessibility Committee (MAC) Chair **ROBERT SMITH**:

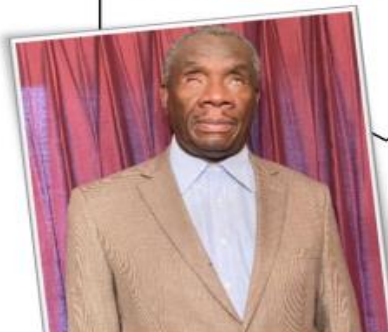


Following graduation from Archer High School in Atlanta, Georgia, I worked as a carpet cutter and machine operator at Sears Warehouse for 15 years until I lost my sight in 1979, due to glaucoma.

In order to adjust to my new life with vision loss, I received training from the Center for the Visually Impaired. I then enrolled in the Atlanta School of Massage (ASM) and after completing training, worked as an assistant instructor at the school. I have since worked out of my home as a private Massage Therapist for the past 25 years.

As a longtime advocate for the visually impaired, I previously served on MARTA's Elderly and Disabled Access Advisory Committee (EDAAC); and was the State Legislative Chairman for the National Federation of the Blind of Georgia.

I currently serve as the Chair of the MARTA Accessibility Committee (MAC); and as a member of the Commission on Disability Affairs (CODA) for Fulton County.



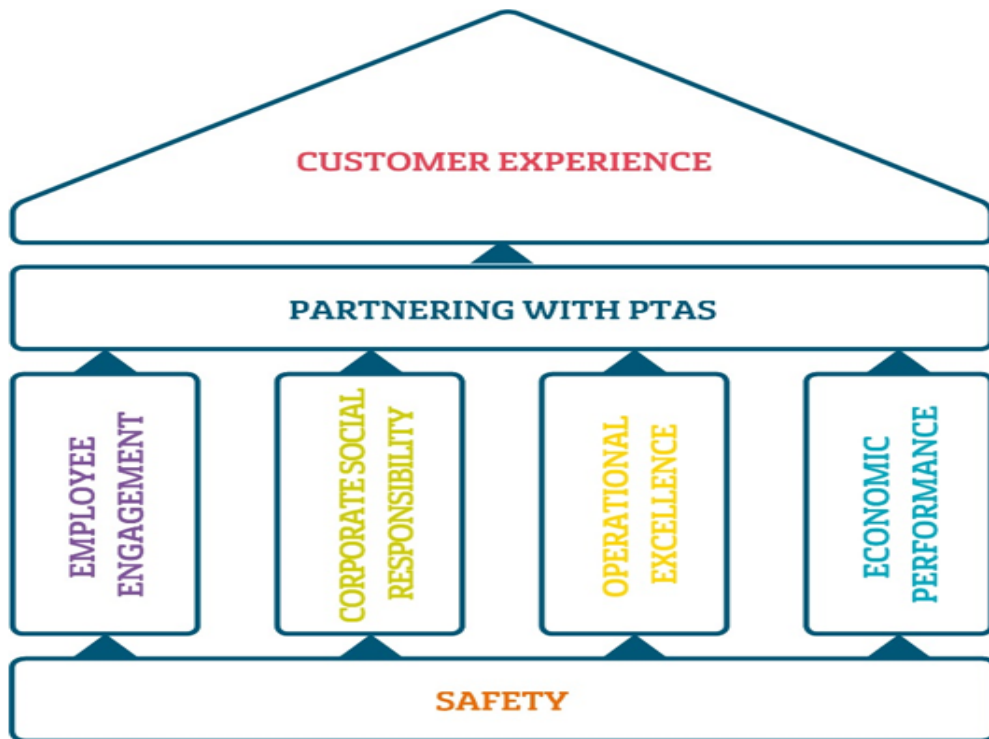
MAC
info:



Happy Birthday Americans with Disabilities Act!

MARTA Accessibility Committee (MAC) Chair Mr. **Robert Smith**, recognizes the ADA Act in recognition of **NATIONAL DISABILITY INDEPENDENCE DAY!!**

MARTA Mobility's Values & Vision for Success



- Continuously improve performance.
- Collaborate with our Stakeholders.
- Leverage our Strengths.
- Grow with our ADA Community



Thank You

