



Final Direct *Xpress* Recommendations Presentation to the GRTA Board

DIRECT >>>
XPRESS

May 13, 2015



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Agenda

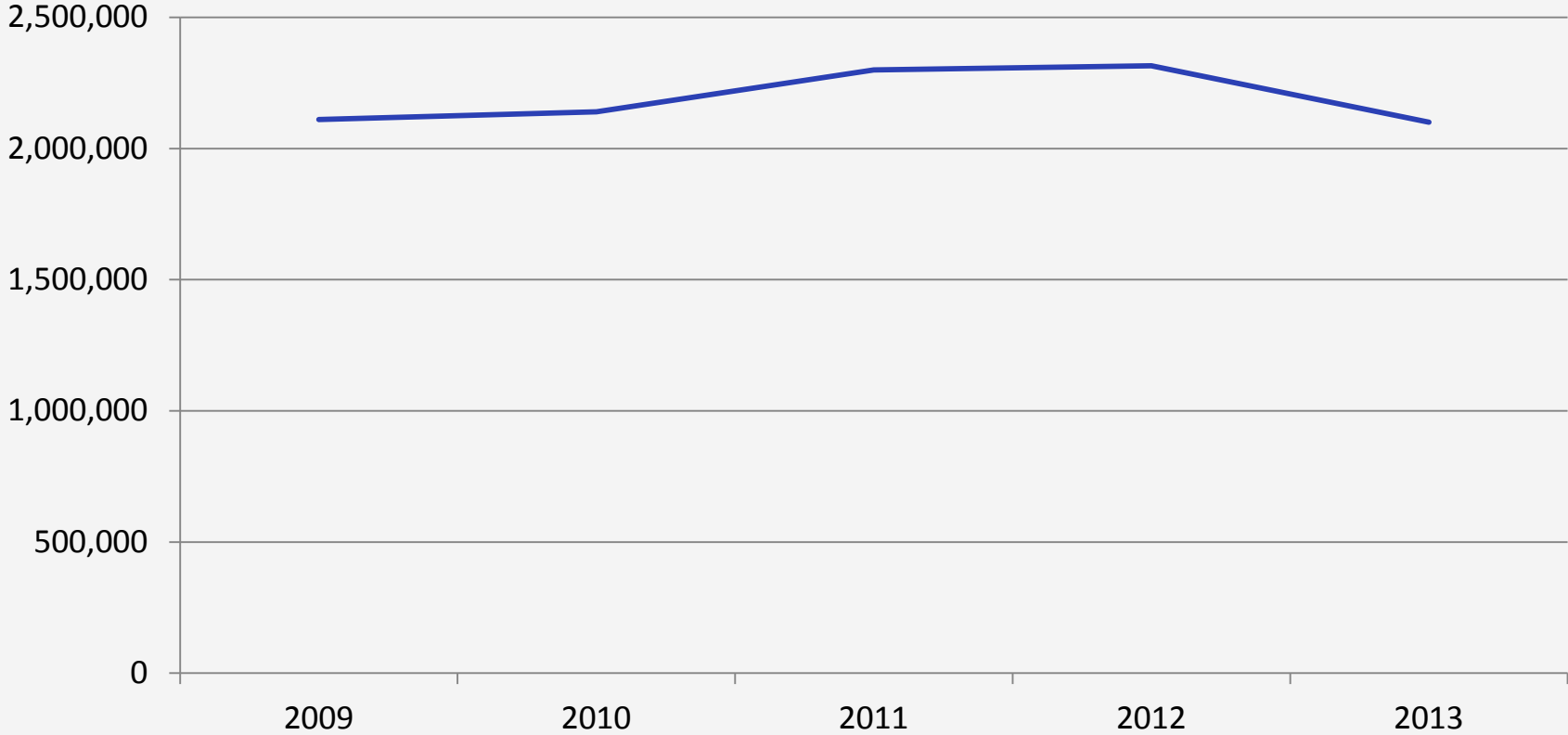
- Background Conditions and Goals of Direct *Xpress*
- Developing Short-Term Recommendations
- Proposed Horizon 1 Recommendations
- Proposed Horizon 2 and 3 Recommendations
- May 5-7 Public Outreach Summary
- Next Steps



Background Conditions and Goals of Direct *Xpress*

Establishing the Need for a Fresh Look as Service: *Xpress* Ridership has Levelled Off

Annual *Xpress* Ridership



Source: National Transit Database



Xpress can Carry More Passengers Within Existing Budget

Opportunities to attract more riders include:

- More frequent service
- More reliable service
- Easier to understand service
- Reduced travel times
- Access to more regional employment centers



Developing Horizon 1 Recommendations

Primary Goals of *Direct Xpress* Horizon 1 Recommendations

- Improve efficiency and effectiveness of current routes
- Position *Xpress* for further ridership growth
 - Easier to understand
 - Easier to market
 - Consistent customer experience
 - More responsive to the needs of metro Atlanta's commuters

Balancing Desires of Existing Riders with Need to Attract New Customers

- All routes had at least one recommendation in Horizon 1
- Recommendations responded to the needs of existing riders, who have said they want more frequency and more reliability
- Recommendations also held true to goals of attracting new ridership
 - Service is more frequent
 - Service is easier to understand
 - Reduced travel times in Downtown and Midtown
 - Providing service to more regional employment centers

Multiple Inputs for Horizon 1 Recommendations

- Existing Data
 - Existing ridership pattern
 - On-time performance and route reliability
 - Park-and-ride capacity
- Market Assessment
 - Demographic information
 - Existing and projected employment patterns
 - Existing travel patterns
- Market Research
 - Customer survey of current riders
 - Targeted employee non-user household telephone survey

Initial Service Recommendations were Presented to the Public in Early 2015

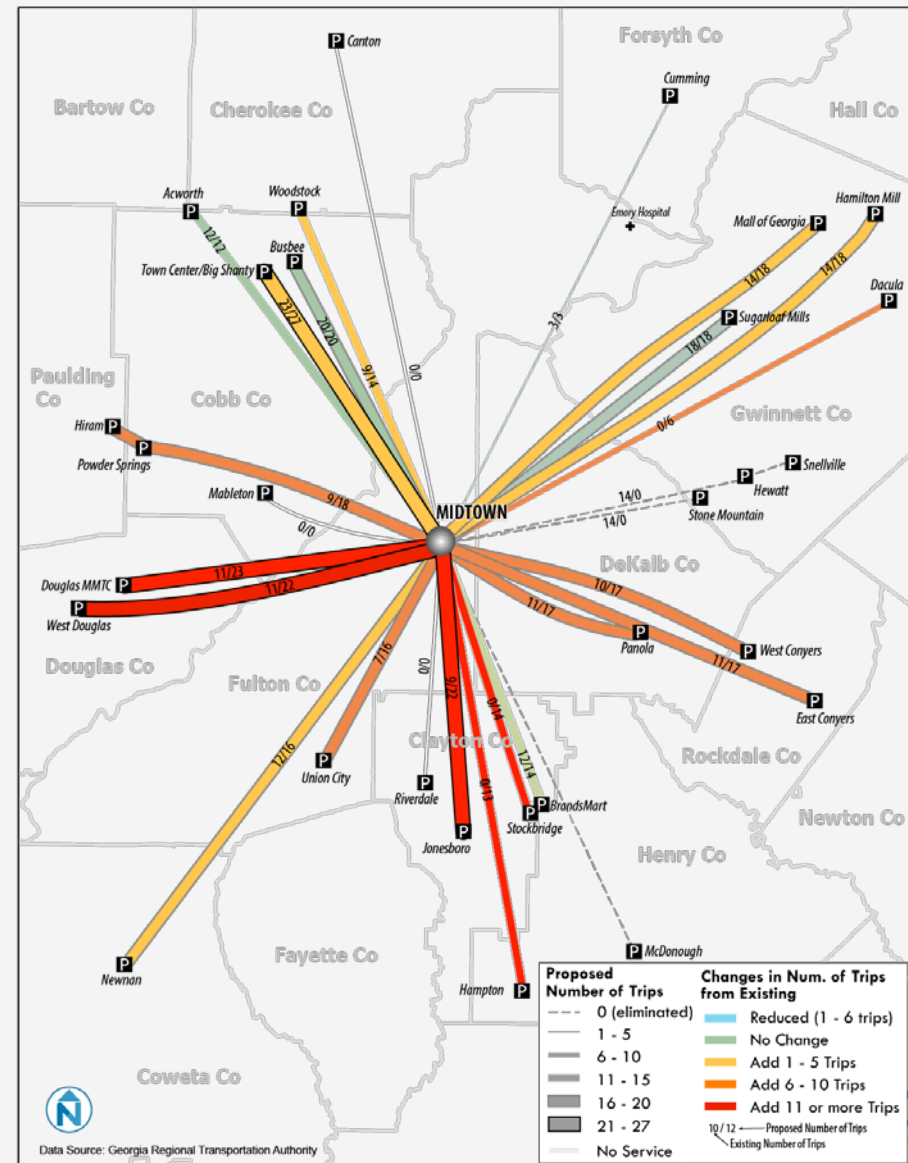
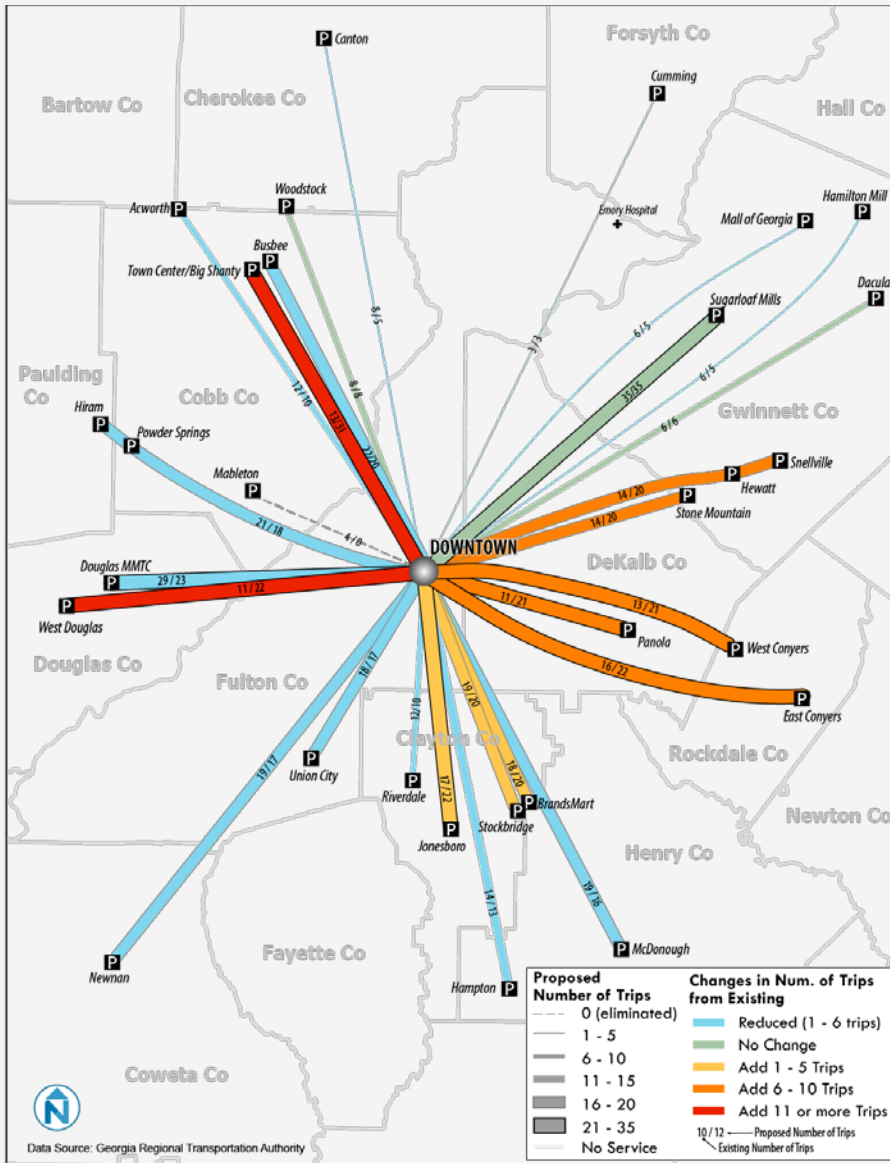
- Initial On-Line Survey Results
 - More than 4,500 responses
 - More than 8,000 written comments
 - Every route had comments—both positive and negative
- Phone calls and emails
- Technical Advisory Committee
- Stakeholder outreach

More than half of recommendations were changed as a result of feedback!

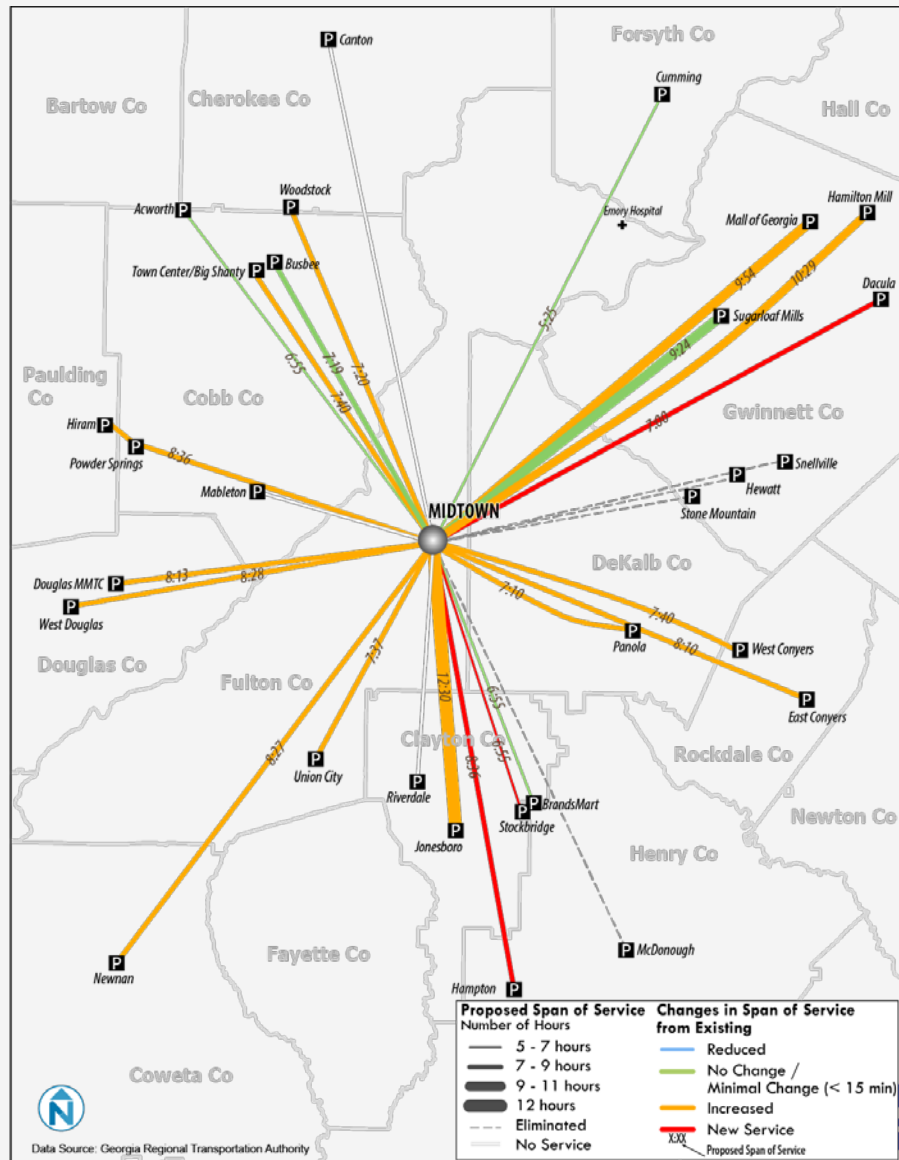
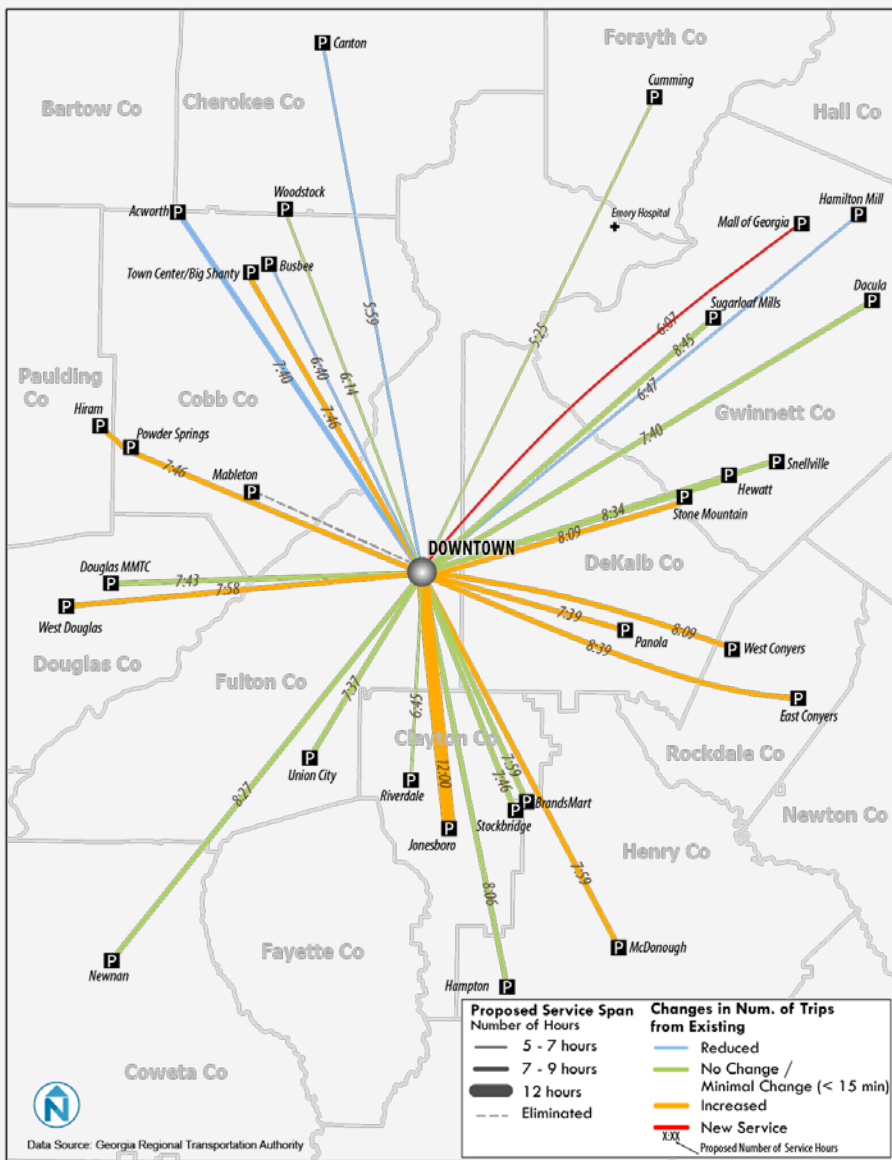


Proposed Horizon 1 Recommendations

Most Corridors have a Park-and-Ride with More Trips to Downtown and Midtown



Every Corridor has a Park-and-Ride with Longer Hours of Service to Downtown and/or Midtown



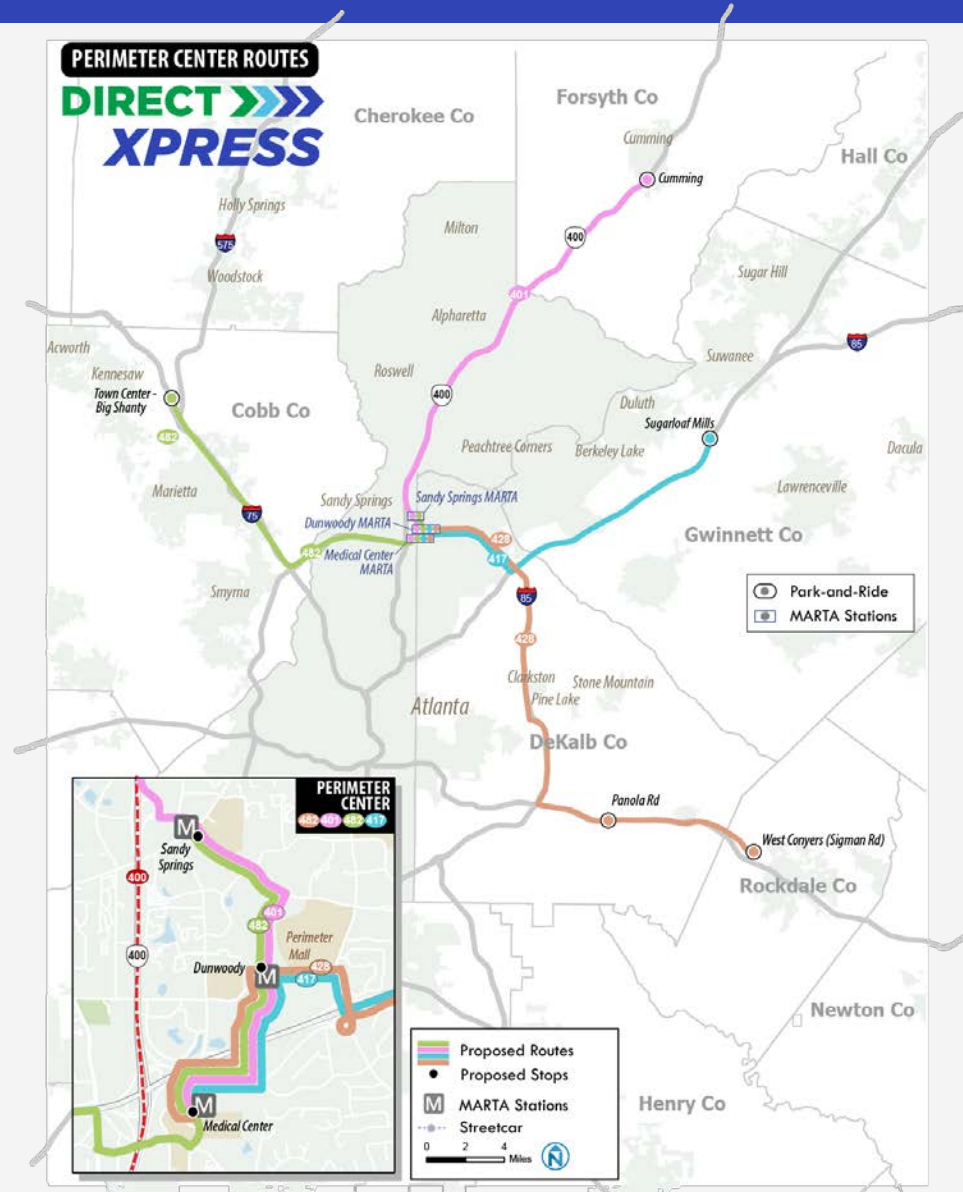
New *Xpress* Routes are Added to Perimeter Center

New Service From:

- Cumming
- Cobb County
- Gwinnett County

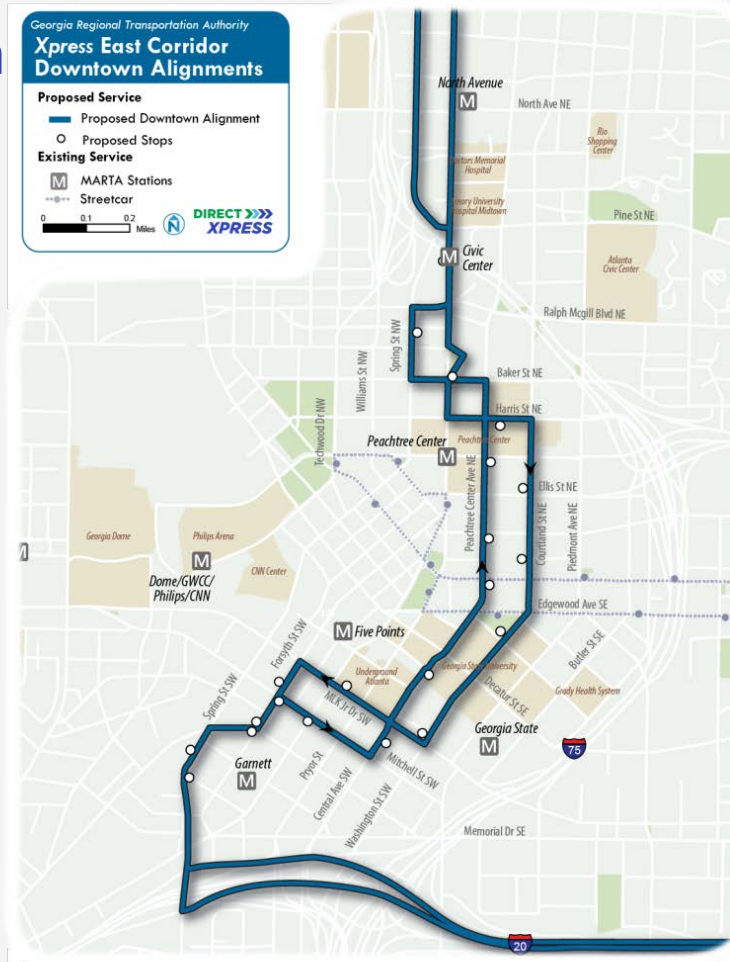
Existing Service From:

- Panola and West Conyers



Xpress Service Will Be Easier to Understand

- All routes have a consistent stop pattern through Downtown and Midtown

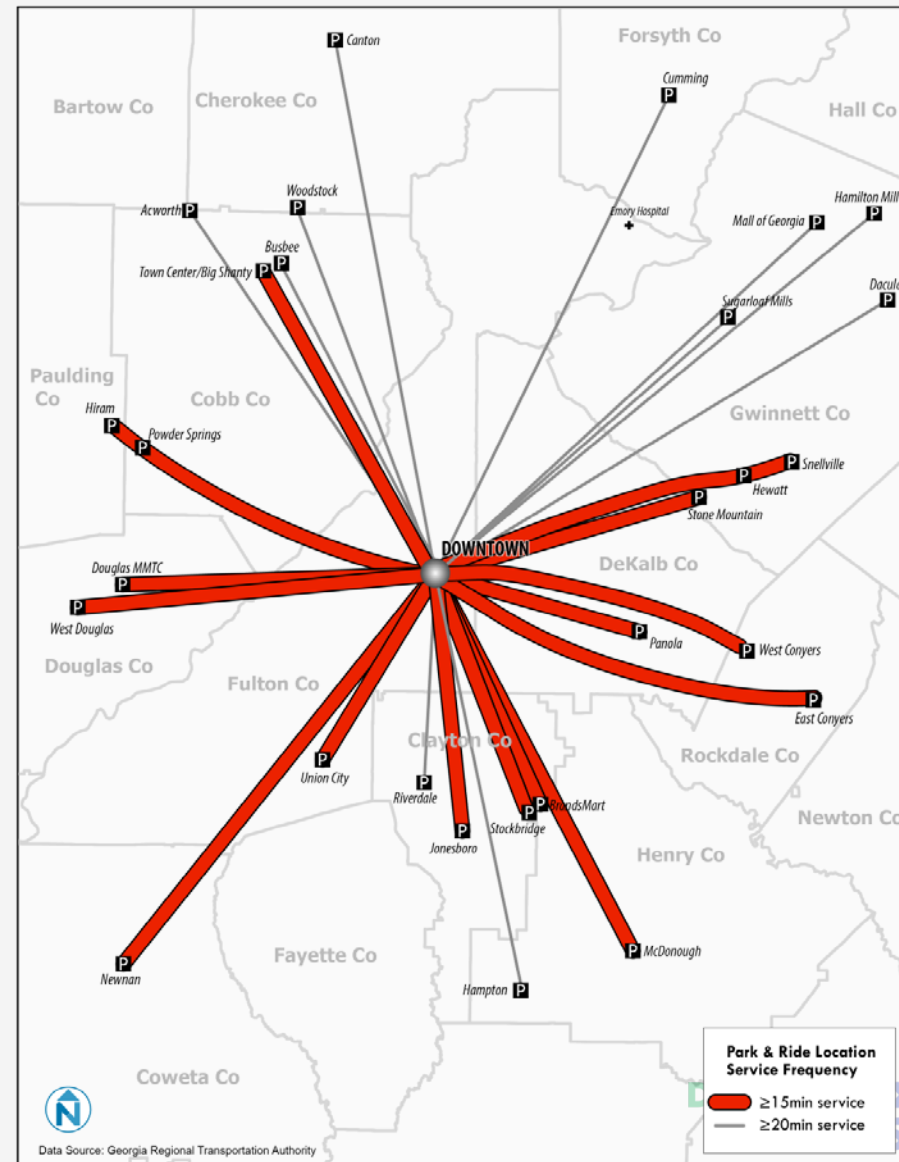


Example: Existing and Proposed East Corridor routes



Xpress Service Will Arrive More Often

- Sixteen park-and-ride lots will have 15-minute service or better during the busiest commute times





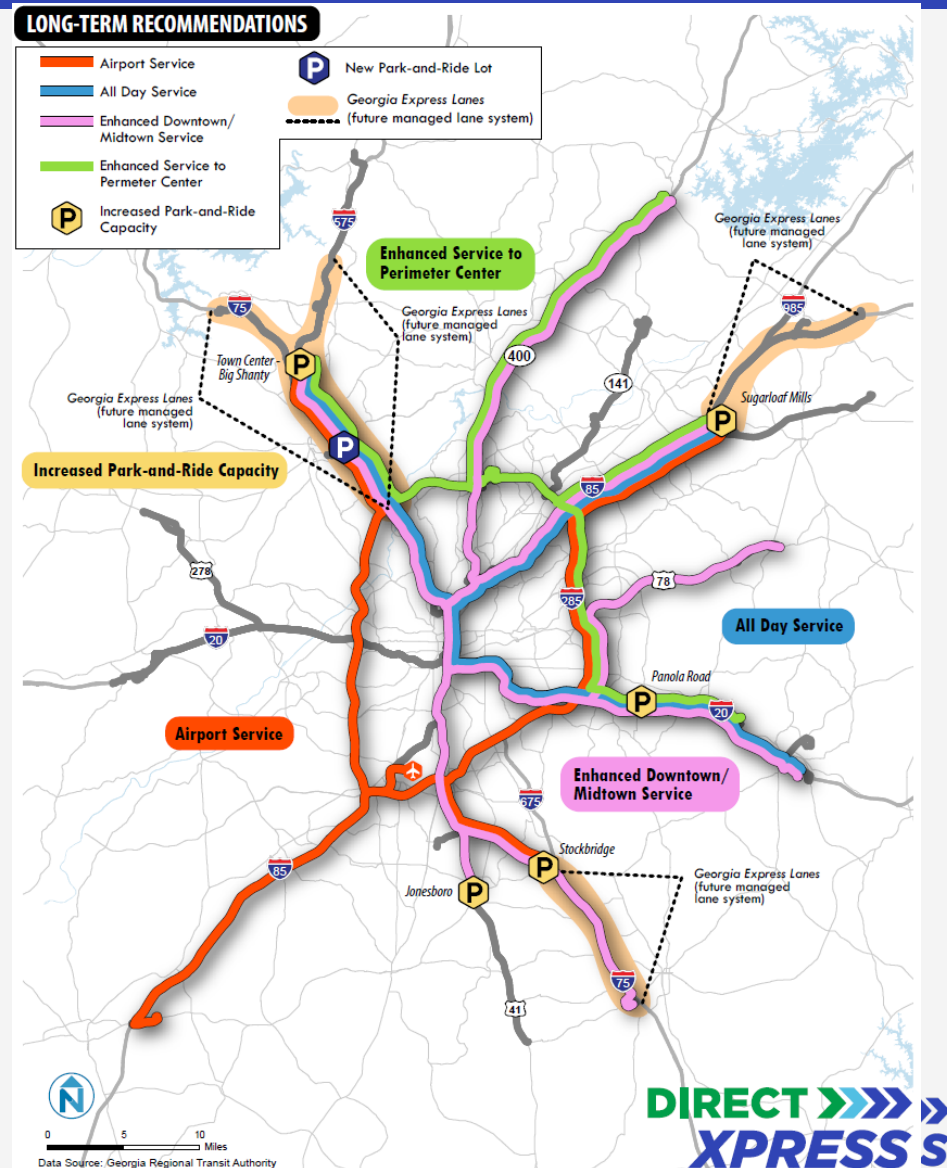
Proposed Horizon 2 and 3 Recommendations

Long-Term Recommendations were based on Projected Market Demand

- Existing ridership patterns
- On-board and non-user survey information
- Stakeholder outreach and focus groups
- Managed lanes implications
- Regional travel demand data
- Mobile phone travel patterns

Horizon 2 and 3 Recommendations

- Airport service
- Midday/evening service
- New Park-and-Rides & service
- Additional trips on existing routes





May 5-7 Public Outreach Summary

Three Public Meetings Took Place May 5-7

- Locations
 - Midtown (Bank of America)
 - Downtown North (GRTA office)
 - Downtown South (Fulton Co Admin)
- Meetings during lunchtime to allow employees to attend
- ~200 people attended
- 400+ responses from on-line form

Major Concerns Heard

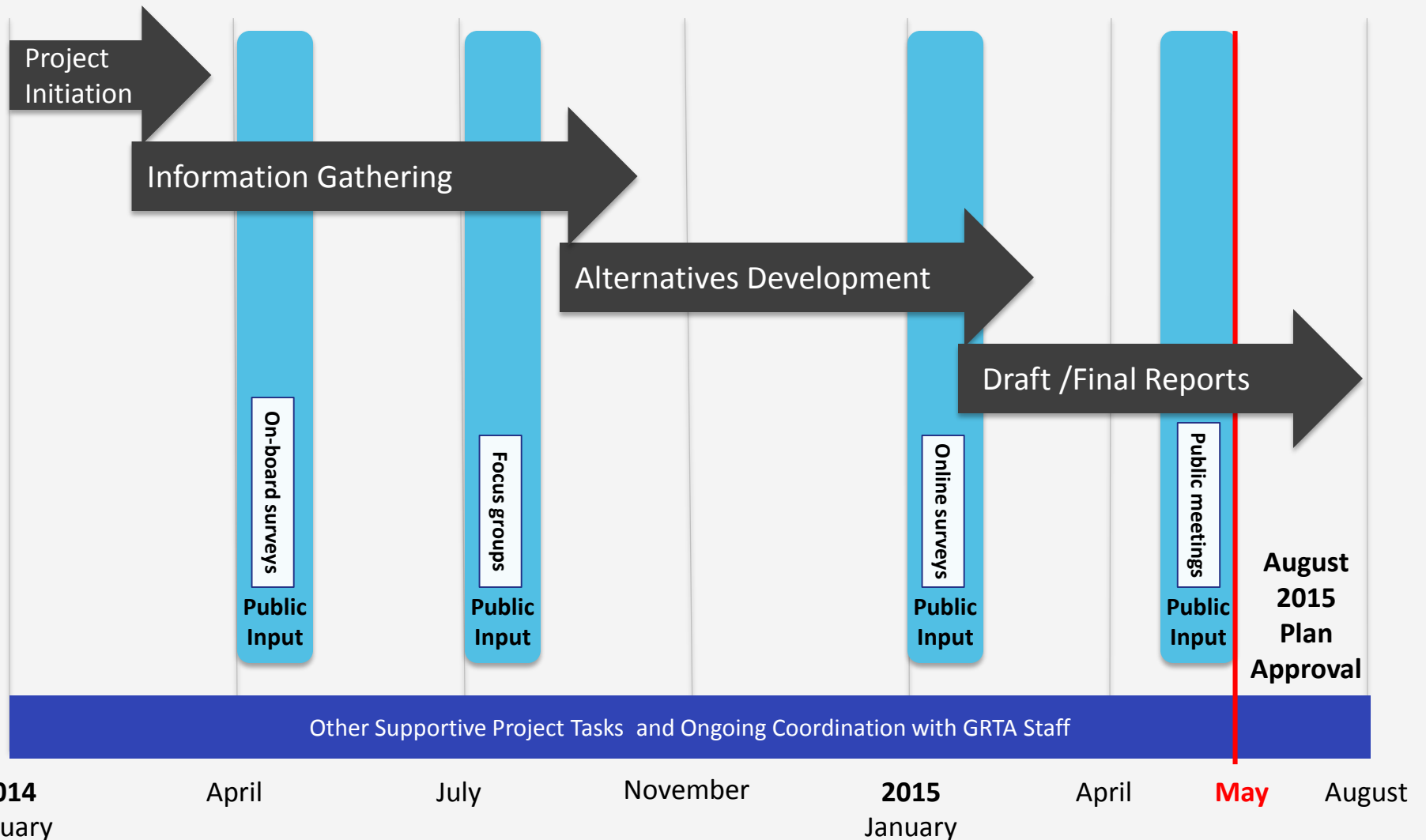
- Downtown safety
- Walk distances in downtown
- Trip times
- Route consolidation
- Confusion on fares

Further adjustments to Direct *Xpress* Plan are likely



Next Steps

Direct Xpress Project Timeline



Horizon 1 Implementation

Timeline:

- Estimating early 2016, with 6-month minimum after Board approval
- Time needed to:
 - Finalize precision in schedules, routing, and bus locations
 - Coordinate with operating contractors
 - Conduct additional Title VI analysis
 - Communicate changes to ridership and stakeholders
 - Update of all printed and online materials
 - Coordinate with partners for assistance with implementation
 - Fare policy alignments
- Time to transition to new operations contract

Projected Results of Direct *Xpress*

- More employment areas served by *Xpress*
- Buses will operate more reliably
- Buses will have more people on them
- Routes are designed to enable additional growth

***Xpress* will carry more riders!**



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