



# Mobility Newsletter

MARTA Mobility's Bi-Monthly Newsletter

## WELCOME TO THE FIRST ISSUE OF THE MOBILITY NEWSLETTER



MARTA's Mobility management team is excited to bring you this newsletter. Our intent is to keep you informed about what is going on with MARTA's Mobility operations, share relevant information regarding what is happening with MARTA's services, and/or the transportation industry, and finally, we hope to address and clarify questions and concerns that you may have about our Mobility services.

This newsletter will be published bi-monthly, beginning with this – the March 2022 issue. Look for the next issue in May 2022.

We welcome your feedback and any suggestions that you may have regarding future content.

Please send your feedback and suggestions via email, [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com), to MARTA Mobility Newsletter. ... *continued on page 4*

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## MARTA REACH: AN ON-DEMAND RIDESHARE SERVICE

In partnership with Georgia Tech, on March 1, 2022, MARTA will began a 6-month pilot of a new on-demand rideshare service.

The purpose of the pilot is 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.

The goal of the project is to make public transportation in Atlanta faster, more convenient, and more equitable for the city’s residents, especially in underserved communities. This new service is called ‘MARTA Reach.’

Over the course of the 6-month pilot, MARTA will be seeking 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. ...continued on page 6

Image of a question mark



## A FREQUENTLY ASKED MOBILITY QUESTION:

What is a No Show?

### A QUICK GUIDE TO UNDERSTANDING MARTA'S NO SHOW POLICY

Unavoidable situations may happen from time to time and may cause you to miss a scheduled trip or have to make a late trip cancelation. However, a pattern or practice of ‘No-Shows’ can adversely affect the efficiency and effectiveness of service for others.

As such, ADA regulations “allows transit agencies to suspend, for a reasonable period of time, [the paratransit services of] riders who establish a pattern or practice of missing scheduled trips, also known as no-shows.”

In coordination with the MARTA Accessibility Committee (MAC, formally the EDAAC), MARTA has established a No-Show policy to outline and address such issues.

The purpose of the No-Show policy is to encourage responsible trip scheduling and to provide more efficient paratransit service for all customers. ...continued on page 7



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## THE FUTURE IS ACCESSIBLE

Recently, MARTA's Office of Diversity and Inclusion (D&I) sponsored a webinar entitled "Tools for Independent Living."

In addition to D&I, MARTA Mobility Eligibility and Travel Training, the webinar also, featured representatives from the Statewide Independent Living Council of Georgia, and the Creative Community Services organization. The webinar's purpose was to empower and share opportunities for persons with disabilities.

For more information and to view a recording of the webinar, you can click or enter the following link in your internet browser,

<https://www.itsmarta.com/marta-accessibility-committee.aspx> and select the link to the recording.

Please note the passcode is 2k&SZ0.8



## TRANSIT TRIVIA:

Test your knowledge of public transportation history

1. Who has the oldest public transit system in the United States?
2. Who has the oldest underground rapid transit system in the world?
3. When and where did MARTA's first train service begin?
4. Before MARTA, there was the ATS. What does both ATS and MARTA stand for?
5. Bonus Question: What is the ATL and what is its role in public transportation in metro-Atlanta?



[For Trivia Answers go to page 8](#)

# Welcome continued....

We also invite you to put your personal mark on this newsletter by suggesting a new name. If your suggestion is chosen, you will win a complimentary roundtrip (2 – individual one-way trips) on a future Mobility trip booking. The Winner will be contacted by MARTA Mobility via telephone and the winner's name will be printed in our May 2022 edition, along with the debut of the Newsletter's new name.

Here are the simple rules of the 'Newsletter Naming Contest.'

You must:

- Be a current Mobility customer, as of the date on which you submit your suggested 'name.'
- Submit your suggestions by email to [mobilitycertifcaiton@itsmarta.com](mailto:mobilitycertifcaiton@itsmarta.com) or via USPS at MARTA Mobility Newsletter, 2424 Piedmont Road, NE, Atlanta, GA 30324.
- All suggestions must be received in the Mobility Eligibility office via email or USPS mail by midnight on March 31, 2022.
- The Mobility Management Team will review the entries, select the name, and notify the winner by April 15, 2022.

Finally, this newsletter is distributed monthly, direct to you via email and through copies onboard the Mobility L-Van. If you would like to opt out of receiving the email newsletter, please send a reply to 'Opt Out of Newsletter' to [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com). Likewise, if you are reading a hardcopy of the newsletter and would like to begin receiving an electronic version, please send a reply to 'Newsletter – YES' to [mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com).

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# MARTA REACH: An On-Demand Rideshare Service Continued...

The pilot will initially serve three (3) zones within the MARTA service area:

- (1) West Atlanta (Fulton & City of Atlanta),
- (2) Belvedere (DeKalb), and
- (3) Gillem Logistics Center (Clayton).

How does it work? Simply request a trip (via the app) to and from any bus stop in one of the 3-service zones, and your request is automatically dispatched to a nearby bus to be carried out.

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 – dial 404-848-5000 and follow the prompts.

Please click on the link (<https://itsmarta.com/reach.aspx>) to obtain additional information on how MARTA Reach works, view the service area, and to download the app

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# A Quick Guide to Understanding MARTA's No Show Policy continued...

No-Shows are defined as:

- A "No-Show" occurs when a customer does not present themselves for boarding the vehicle within five (5) minutes of the vehicle's arrival within the 30-minute pick-up window.
- A "Late Cancellation" occurs when a customer cancels a trip less than two (2) hours before the start of the 30-minute pick-up window.
- A "Cancellation at Door" is when a customer cancels a trip after the driver arrives. This includes canceling via phone.

Excessive (typically, 5 or more during a given one-month period) 'No-Shows' can result in suspension of service for one (1) week – for the first occurrence, and two (2) weeks for the second and subsequent occurrences.

To avoid an occurrence, advance cancellations can be made one (1) to seven (7) days before the scheduled trip by calling the automated system at 404-848-4212, or by speaking with an Agent by calling 404-848-5826.

For detailed information regarding MARTA's No-Show Policy, please click the link (<https://itsmarta.com/marta-mobility-guide.aspx>) to view an online copy of the Mobility Rider's Guide, or call 404-848-5389, and request for a copy to be mailed to your home.

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# Transit Trivia Answers

1. In 1892, Chicago was the first city in the United States to develop a rapid-transit system with the opening of the L- train, which sits elevated above city streets and is still in operation today.

2. The London Underground began its life on January 10th, 1863 in England as a system for locomotive trains. However, in 1890 it became the world's first metro system when electric trains began operating on one of its deep-level tube lines.

3. MARTA's first train, on the East Line, began operating between Avondale and Five Points Station on June 30, 1979 which marked the start of MARTA's combined bus and rail service.

4. The 'Atlanta Transit System' and the 'Metropolitan Atlanta Rapid Transit Authority.'

5. The Atlanta-Region Transit Link Authority's (ATL) goal is to connect transit options across the 13-county region of Atlanta, in coordination with the support of the region's transit partners.

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## **Key Contacts**

Eligibility - 404-848-5389

Reservations - 404-848-5826

Travel Training - 404-848-5193

Estimated Time of Van Arrival (ETA) -  
404-848-4212

Automated Advanced Trip Cancellation  
- 404-848-4212 & follow the prompts

Mobility Breeze Card - 404-848-5112

No Show Dispute Line- 404-848-4000

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Send comments and suggestions to  
[mobilitycertification@itsmarta.com](mailto:mobilitycertification@itsmarta.com)

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