

Bus Stop Replacement/Upgrade Project Update

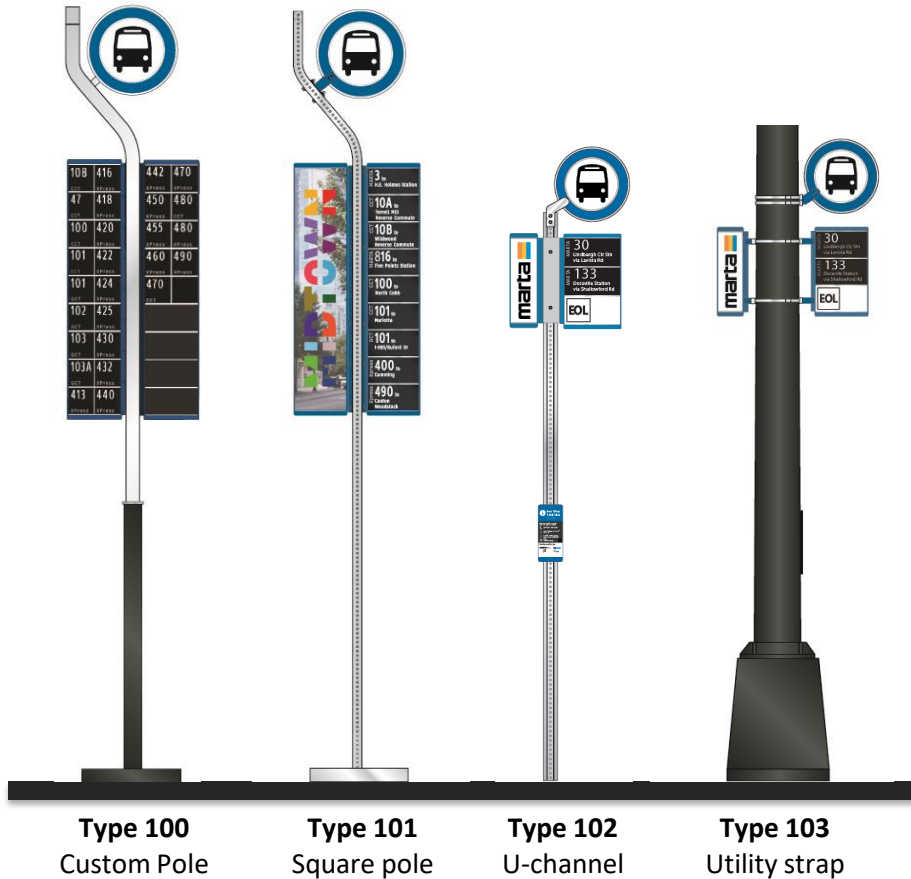
Rider Advisory Council Meeting
January 13, 2020



Project History

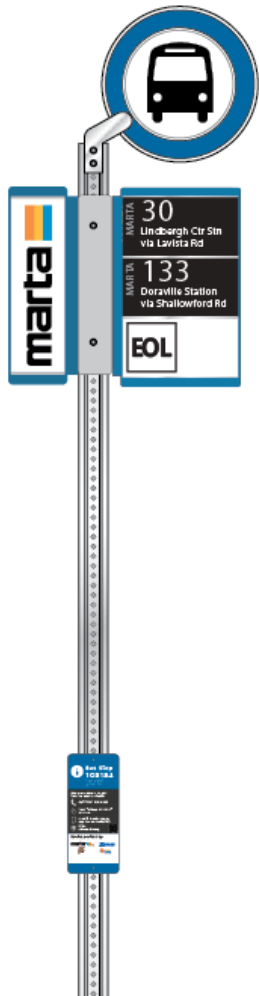
- ARC recommended unified bus stop sign designs to help passengers navigate multiple transit systems.
- ARC would later lead a design effort in consultation with MARTA and the other transit operators.
- Working together, MARTA and ARC have been able to assemble a mix of federal, state, and Capital Program funds for the project.
- Project kick-off occurred in November 2020 - MARTA is now working on prototyping and surveying the stops.

New Signs



- Not just a sign – it's a system
- Configurable types and sizes to suit different needs
- New features for passengers and operators

Passenger Features



◀ Bus Disc

Identifies the bus stop (universal symbol)
Reflective materials for improved visibility at night

◀ Route Panel and Operator Branding

Displays route numbers, destinations, and operator(s)

MARTA 12
Cumberland Mall
via Howell Mill Rd

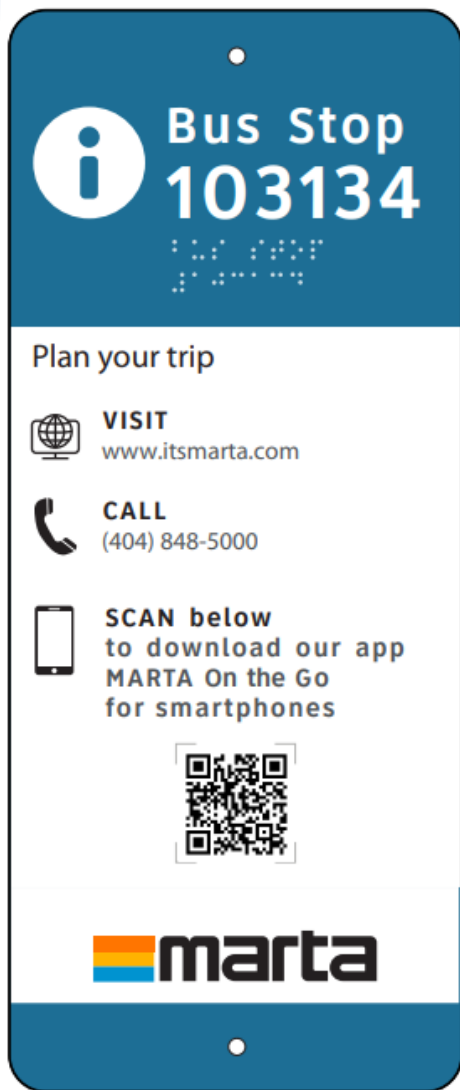
MARTA 111
Indian Creek Stn
Stone Mountain

MARTA 115
Kensington Station
via Covington Hwy

◀ Passenger Panel

- Displays bus stop number text and braille
- Customer service information

Passenger Panel



◀ Stop Number

- Raised lettering and braille to assist passengers with visual impairments
- Leverages Trapeze INFO-IVR for scheduled arrivals

◀ Customer Information

- Traditional info (phone, web)
- Opportunities to leverage real-time arrivals app

Next Steps

- Prototyping – Q1 2021
- Regional shared stops pilot project – Q1 2021
- Beginning of system-wide deployment – Q2 2021

Questions?