

# MARTA's Systemwide Station Enhancement Program

MARTA is committed to enhancing the customer experience by changing the way it defines and responds to customer needs across all 38 rail stations. In an effort to address overall goals to better leverage transit, connect to the community and exceed passenger expectations, MARTA has set in motion a Station Enhancement Program, with plans to make significant improvements systemwide. Here's a closer look at the initiative.

## Program Objectives



- Enhancing customer experience
- Ensuring safety and security
- Maintaining state of good repair
- Optimizing expansion opportunities
- Advancing sustainability
- Improving the employee environment

## Progress to Date



- Conducting independent facility condition assessments of all 38 stations
- Establishing a station enhancement steering committee
- Creating models to inform station enhancement prioritization
- Identifying potential project types
- Scheduling routine briefings to monitor and ensure progress

## Prioritization Considerations



- Ease or difficulty of implementation
- Costs associated with implementation
- Significance of issue(s)  
(i.e. broken escalator)

## Current Rail System



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## Sample Project Types



- Wi-Fi access
- Station restroom upgrades
- Improved signage/wayfinding
- Bicycle repair stations
- Upgraded escalators & elevators
- Enhanced parking lot lighting
- Roofing upgrades
- Expanded retail offerings
- New seating elements
- Increased visibility of ArtBound
- Installation of LED lighting

## Assessments



More than 40 internal subject-matter experts have and will continue to participate in ongoing project-type assessments. Additional assessments will be performed with external stakeholders.

## Prioritization Framework



- **Quick fixes:** High visibility, easy to implement, low cost\*
- **Systemwide:** Medium-range investments to address critical, long-standing deficiencies at multiple stations
- **Transformative:** Large-scale overhaul at selected stations

*\*Initial emphasis on stations near downtown for high-visibility special events, including the Super Bowl*

## Next Steps



- Survey riders using Patron Environment Survey (PES) – **launch fall 2018**
- Review facility condition assessments – **review spring 2019**
- Conduct community outreach – **launch spring 2019**
- Begin marketing initiative – **launch spring 2019**
- Brief and get approval from executive management – **summer 2019**

## More MARTA Atlanta Station Upgrades

In addition to the ongoing systemwide station improvements program, the More MARTA Atlanta plan is evaluating a number of enhancements at certain stations located within the City of Atlanta to be funded by the 2016 half-penny More MARTA Atlanta sales tax.