



Final Direct *Xpress* Recommendations Presentation to the GRTA Board

DIRECT >>>
XPRESS

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GRTA launched Direct *Xpress* to evaluate its service and set goals to make the service even better

- Maximize the productivity and cost-effectiveness of the current Xpress system; and
- Identify opportunities to market Xpress to potential new riders



The vision for achieving these goals is a service that is understandable, marketable, and accountable

- Simpler and easier to understand service
- Uniform fares
- Consistent Brand
 - Bus appearance
 - Signage
- One customer service view (calls, web etc.)
- Common customer experience
 - Consistent performance
 - Enabled technology
- Efficient contracting and oversight (accountable)
- Consistent route and numbering information

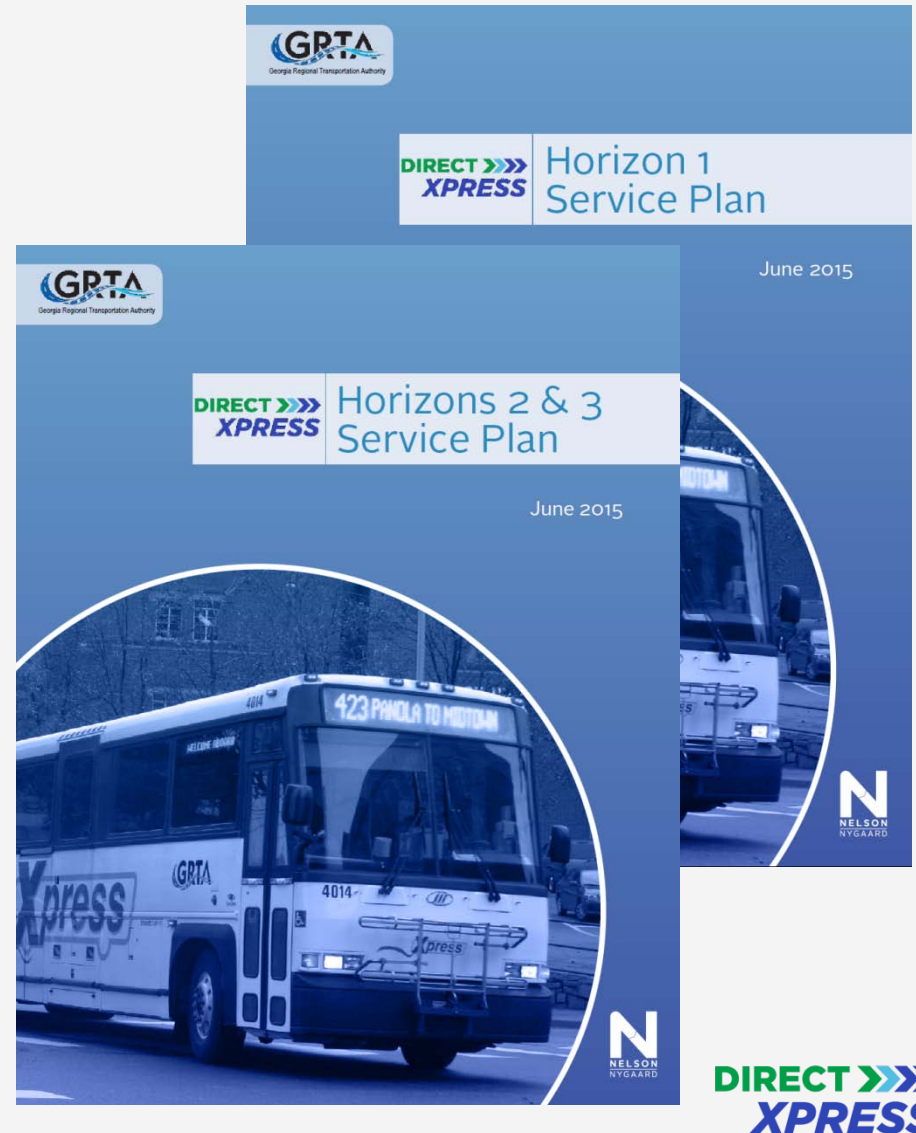
Direct *Xpress* Service Plans

Horizon 1

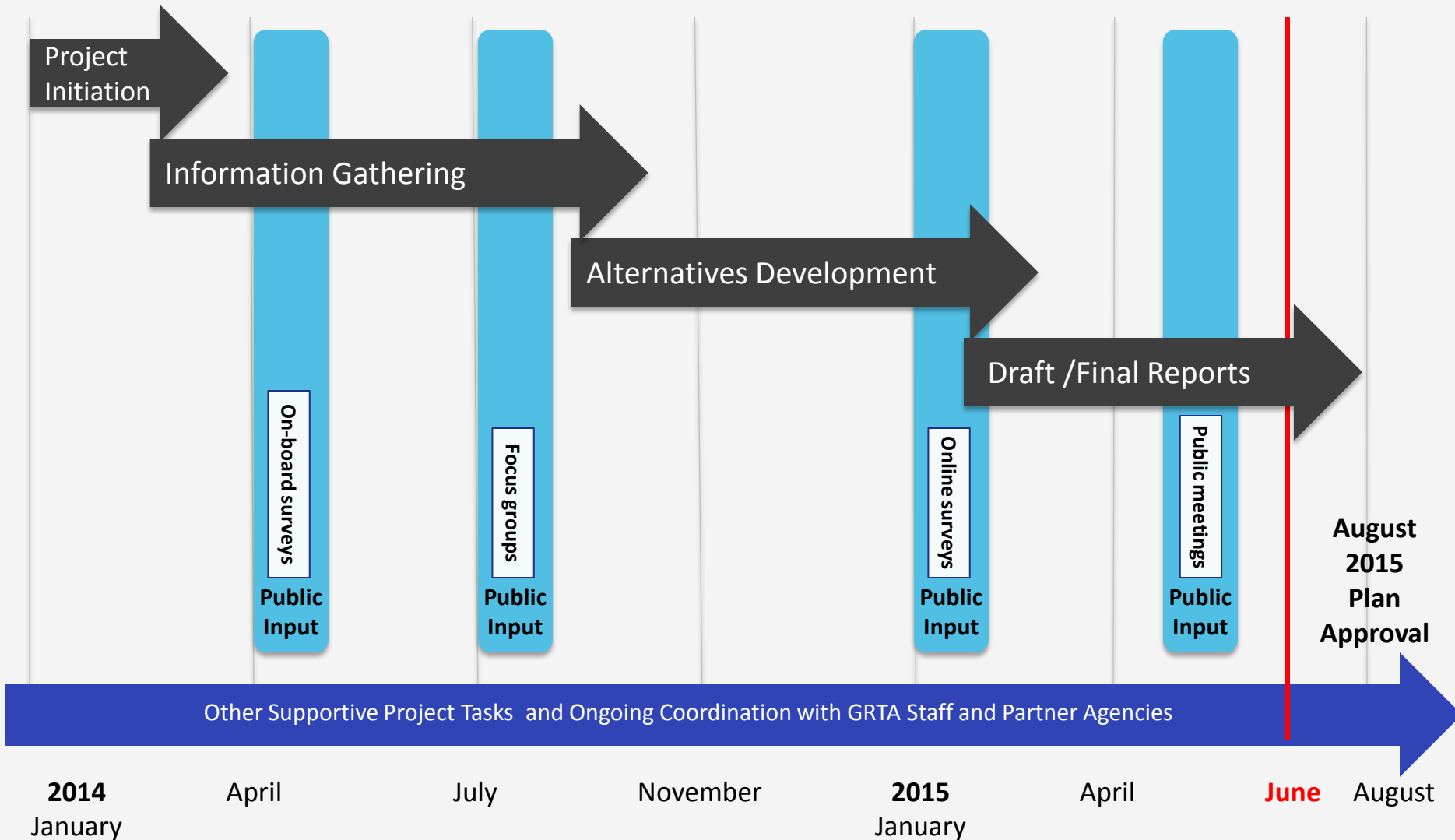
- Short-term: FY2015-FY2016
- Using current resource levels
- Positions *Xpress* for further ridership growth
- Increases reliability and frequency of service system-wide

Horizons 2 & 3

- Long-term: FY2017-2019, FY2020+
- Requires additional funding
- Integrates *Xpress* into the expanded Managed Lane System
- Response to market demands and regional growth



Direct Xpress Project Timeline



DIRECT >>>> ***XPRESS***

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