

# ATLtransit.org Update



Regional Transit Committee  
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Georgia Regional Transportation Authority



Welcome to the ATLtransit Pilot Project, a joint effort of metro Atlanta's transit agencies to provide a hub for information on how transit works together to connect the region.

### About

ATLtransit is a joint pilot project of the major transit agencies in metro Atlanta, who are working together to provide a unified resource for customers of transit in the region.

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### How It Works

Plan a trip anywhere in the region using the ATLtransit Open Trip Planner, find resources for buying passes, and learn what you need to do if you want to transfer among systems.

[Learn More »](#)

### Give Us Feedback

We need your feedback to make ATLtransit a valuable resource for the millions of people who use transit in metro Atlanta every year. So tell us what you think.

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# Site Overview

- Plan regional transit trips
- Buy fare for multiple operators (via Breeze)
- View transfer procedures
- Access service alerts and other info (e.g. maps)

# Demo

<http://atltransit.org/plan.html>

# July 2014 Analytics

- 4,307 visits (29% of visits were via mobile device)
- What visitors did
  - 49% planned a trip
  - 17% sought info on transfers
  - 13% sought info on purchasing a fare
  - 3% visited the Breeze sales site
  - 60 visitors went to *Xpress* pass sales site
- Online survey results
  - 69% of respondents found site well organized and clearly understood
  - 73% experienced some difficulty finding addresses using trip planner
  - In addition to improving the current site, respondents were most interested in seeing a real-time “find my bus” tracking option

# Ongoing Activities

- ✓ Revise content as needed
- ✓ Improve Analytics
- ✓ Update Trip Planner
- ✓ Get all operators' data into Google Transit
- ✓ Evaluate cost estimates for on-going site support and begin to explore potential enhancements

# Questions?

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