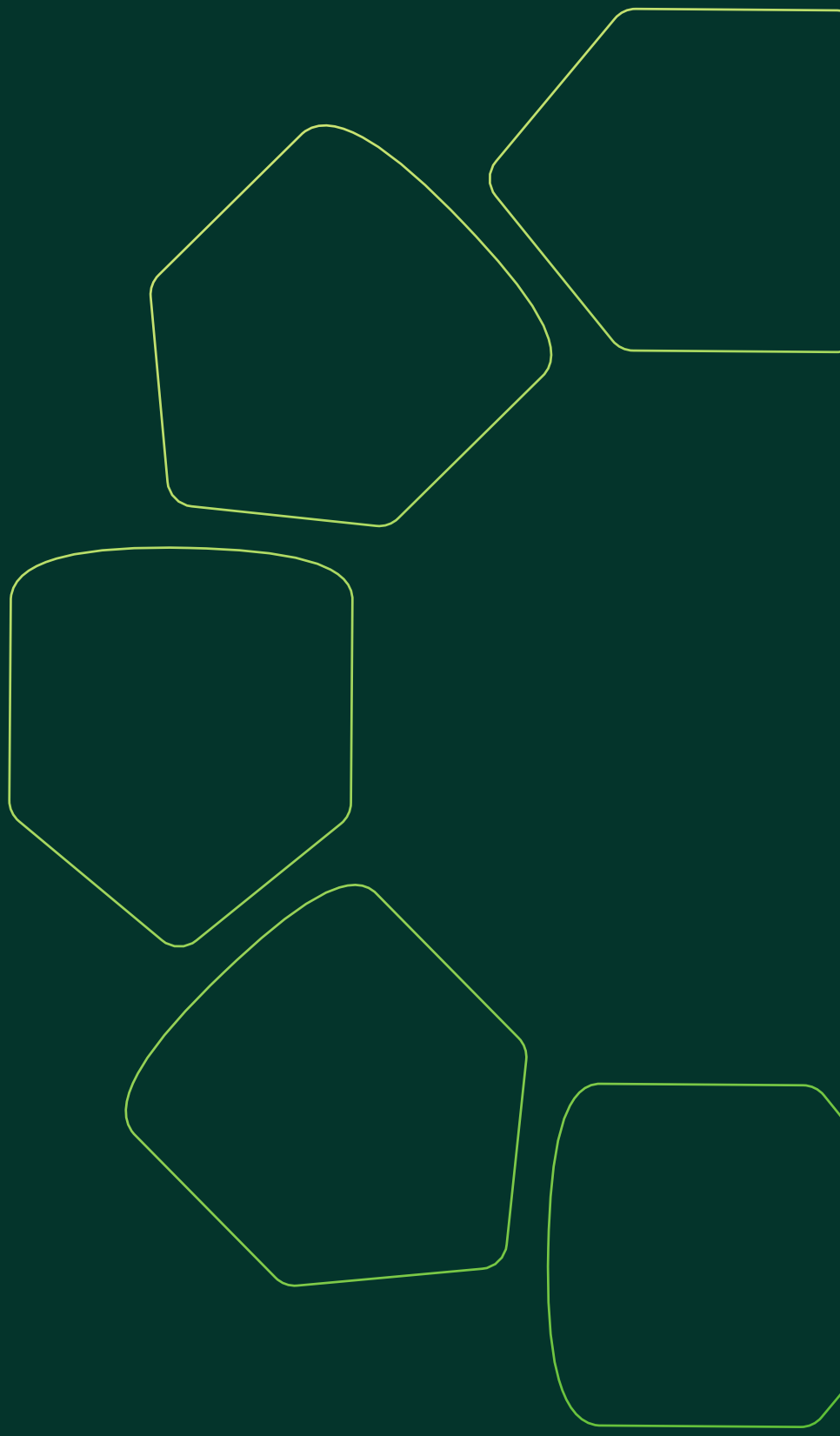
ATLSpoke

2026 First Quarterly Report

June 5, 2026 - August 31, 2026



POWERED BY AtlantaBeltline

October 2026

ACKNOWLEDGEMENT

This pilot is funded by a $1.75 million grant from the Georgia Transportation Efficiency Authority (GTEA) with the support of our partners: Atlanta Regional Commission, City of Atlanta, Georgia Department of Transportation, and MARTA.

We also recognize the invaluable contributions of the Atlanta Beltline Tax Allocation District Partners: Atlanta Public Schools, City of Atlanta, and Fulton County.



Overview

ATL Spoke is a 12-month pilot designed to connect Southwest Atlanta with next-generation transit services.

The ATL Spoke is a community amenity, an extension of the Atlanta Beltline's promise to be a place for everyone by connecting more people between MARTA Rail and the Beltline. Since launching on June 5, 2026, the fare-free shuttle has linked people with West End MARTA Station and Lee+White. The service expanded to Atlanta University Center on August 19, 2026. By creating this link, Atlanta Beltline is testing how this type of transit can make the Beltline more inclusive, more accessible, and the community more livable.

INCLUSIVITY

The Beltline was built on a promise that it belongs to everyone. The trail already includes multiple modes, welcoming people on foot and on wheels. Connecting people carries that promise further, serving people of all ages, abilities, and income levels from nearby communities to the Beltline. The ATL Spoke is a natural extension of what the Beltline was always meant to be: an inclusive, connected network for transportation and recreation.

CONNECTIVITY

Atlanta needs a systems approach to transportation. Two of the region's largest public multimodal investments, MARTA Rail and the Atlanta Beltline, are still not fully connected. ATL Spoke bridges this gap through convenient first and last mile transit. These sit alongside the many ways people already travel the trail, from walking, to biking to roller skates.

LIVABILITY

Better mobility means more choices: more ways to reach jobs, neighborhoods, local businesses, parks, and the medical access such as the Grady Health Clinic at Lee+White. It also means easier access to what makes the Beltline special. Our world-class arts and recreational programming, from the Atlanta Beltline Lantern Parade to year-round events along the corridor, turns the Beltline into a third place that has been embraced by the community, not just pass through. Along with the recent completion of the Southside Trail, ATL Spoke helps more of Southwest Atlanta share in that experience.

The pages that follow summarize the pilot's performance this quarter. Beyond the numbers, each trip reflects a meaningful connection between people and the destinations, opportunities, and experiences that make the Beltline a vital part of Atlanta's communities. As ATL Spoke continues to evolve, these results provide valuable insight into the role emerging transit technologies can play in expanding access and connectivity.

BY THE NUMBERS

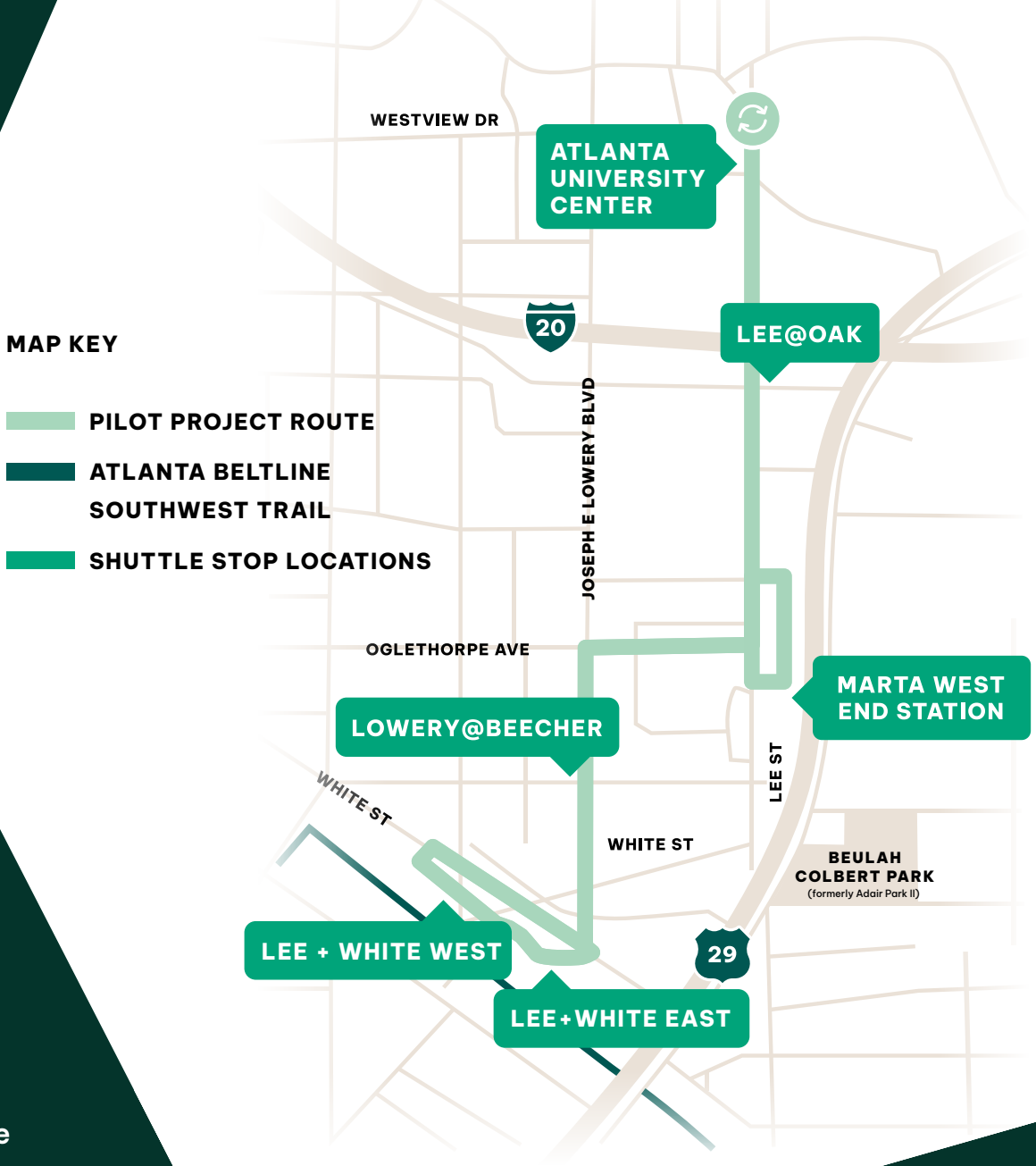
4,487
LAUNCH TOTAL PASSENGER TRIPS

83%
LAUNCH AVERAGE ON-TIME PERFORMANCE

7,474
LAUNCH TOTAL AUTONOMOUS MILES

76%
LAUNCH AVERAGE AUTONOMY RATE

$1.75M
GRANT FUNDING FROM GEORGIA TRANSPORTATION EFFICIENCY AUTHORITY



Connecting to Beltline

ATL Spoke provides residents, visitors, and tourists with a unique mobility option that supports access to destinations along the Beltline while allowing Atlanta Beltline to evaluate operational performance, rider acceptance, and autonomous vehicle technology in a real-world setting.

The initial service launched between the Beltline Southwest Trail at Lee + White, Lowery & Beecher, and MARTA West End Station. With the start of the fall semester, service was expanded north to Lee & Oak and the southern edge of the Atlanta University Center (AUC).

SERVICE DETAILS

7 days/week

12 PM – 10 PM

Frequency every ~12-15 min.

End of Pilot: **May 2027**

Autonomous Operations

Autonomous Driving Performance

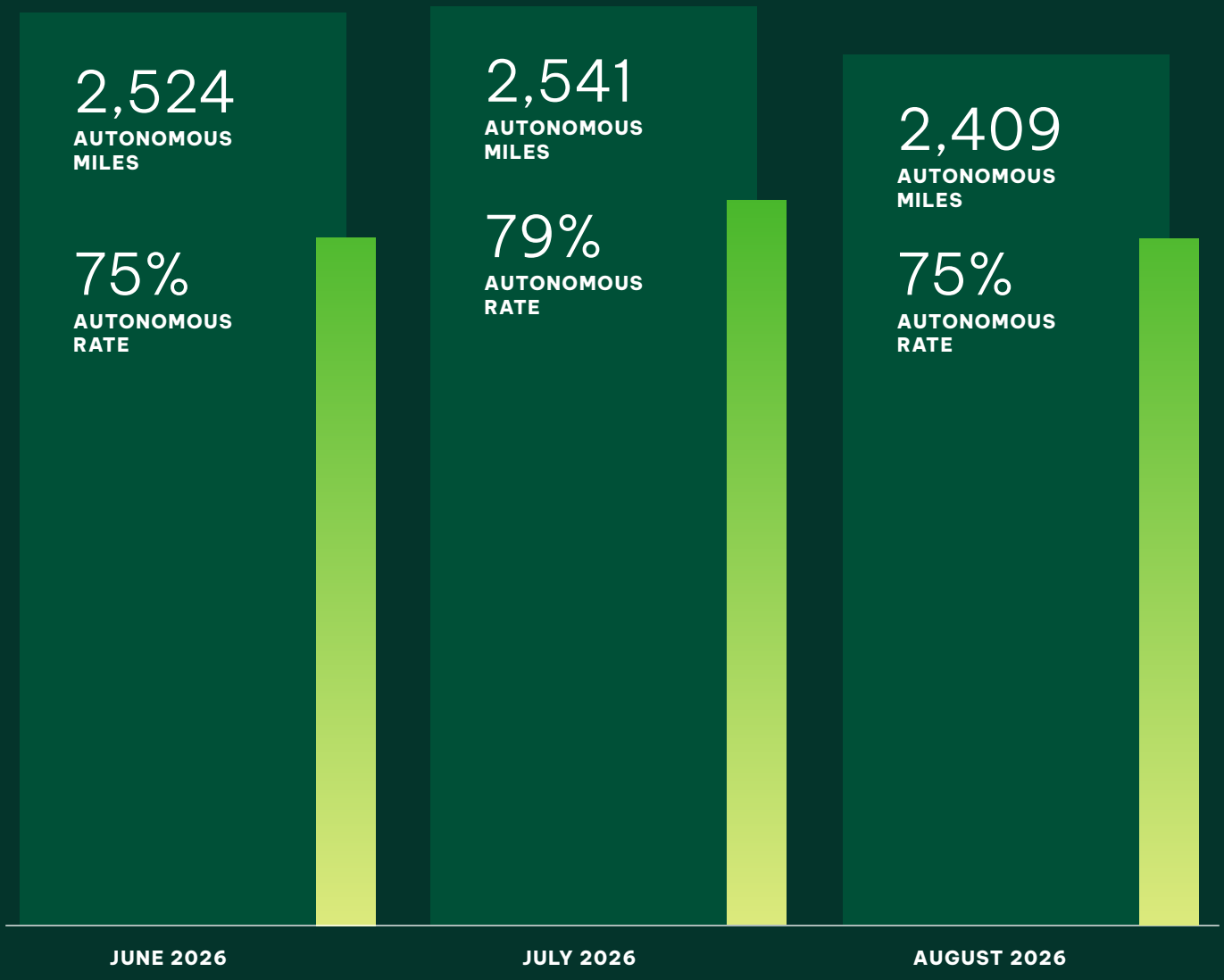
A key objective of ATL Spoke is evaluating autonomous vehicle technology under real operating conditions, from an active parking lot to operating through an interchange.

The fleet accumulated more than **7,000 autonomous miles** during its first three months of operation, sustaining autonomous operation rates near 75% throughout the period. Autonomous mode accounted for 74.8% of service in June, peaked at 78.9% in July, and recorded 74.9% in August.

LESSONS LEARNED

Autonomous operations depend on a combination of **cellular network connectivity** for communications, the **operating environment**, and **vehicle attendant experience**.

Connectivity challenges within the parking lot occasionally affected vehicle communications and autonomous performance, while roadside vegetation and adverse weather conditions at times interfered with vehicle sensors. These factors contributed to variability in autonomous operations and reinforced the importance of maintaining strong network coverage, proactive corridor maintenance, and continued attendant training to support consistent autonomous performance.



Operational Performance

Service Availability*

JUNE 94%

JULY 89%

AUGUST 71%

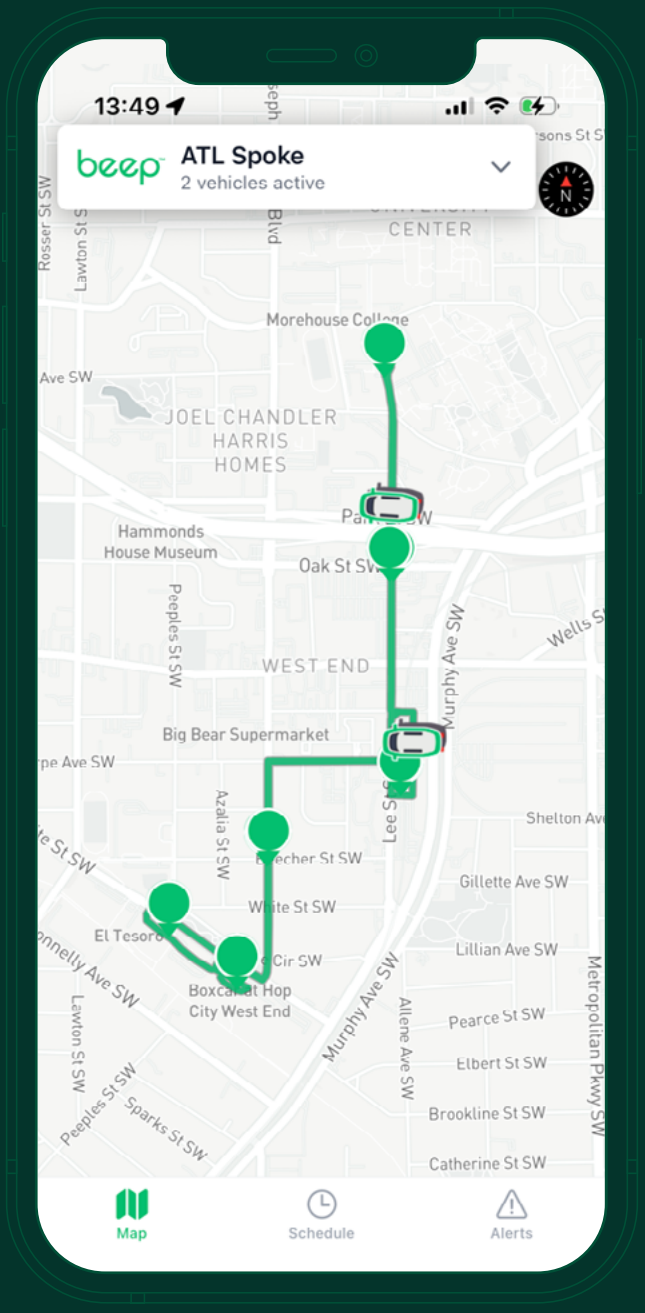
Throughout the quarter, ATL Spoke maintained high service availability, successfully delivering scheduled service hours. June achieved nearly 94% service availability, while July remained close to 89% despite operational challenges associated with vehicle maintenance, software updates, and early-stage deployment activities.

While service availability declined to 71% in August, the reduction was largely attributable to the introduction of new operating conditions associated with the service expansion, along with vehicle and operational challenges. The project team continues to refine operations to support improved reliability and frequency adherence.

Riders can access real-time vehicle location and arrival information through the Beep app, providing visibility into service operations and reducing uncertainty about wait times. This feature allows riders to make informed travel decisions, particularly during periods of delay, by confirming that a shuttle is en route and tracking its progress to their stop. Real-time information enhances the overall rider experience, builds trust in the service, and improves system resiliency by helping riders remain connected to reliable transportation even when operations are affected by traffic, weather, or other conditions.

*Service Availability is the percent of actual vehicle hours in service over total scheduled vehicle hours.

Real-Time Visibility, Every Stop of the Way



Service Reliability

On-Time Performance (OTP)

JUNE 90%

JULY 87%

AUGUST 71%

ATL Spoke demonstrated strong service reliability during its initial months of operation, maintaining on-time performance at or above 85% throughout June and July. This performance was achieved while operating in a complex environment that included on-street segments, a shared-use parking lot, pedestrian and bicycle activity, mixed traffic conditions, and navigation through the MARTA station bus loop.

Throughout the quarter, ATL Spoke maintained high service reliability while expanding service to the Atlanta University Center on August 19. This expansion introduced new operating conditions that were not present during the initial service launch, including periodic surge congestion near the entrances to Morehouse College and Spelman College, increased pedestrian activity, and travel through the Interstate 20 (I-20) interchange. These factors contributed to longer and more variable travel times, which affected schedule adherence and headway consistency. While these new operating environments presented operational challenges, they also provided valuable real-world testing opportunities that helped evaluate vehicle and technology capabilities, service reliability, and operational readiness across a broader range of urban conditions.

Service reliability declined in late August due to vehicle availability challenges and technical issues. In response, the operating team implemented corrective actions focused on improving fleet availability, strengthening maintenance practices, and enhancing operational oversight. These actions demonstrate the team's ability to identify issues and implement operational and technological adjustments as challenges emerge. The project team continues to monitor performance, apply lessons learned, and assess opportunities to improve reliability and overall service delivery.

LESSONS LEARNED

Customer alerts must be tailored to the specific type and severity of service delay to ensure riders receive accurate and actionable information. Alert protocols have been updated to reflect this need.



Ridership Performance

Monthly Ridership

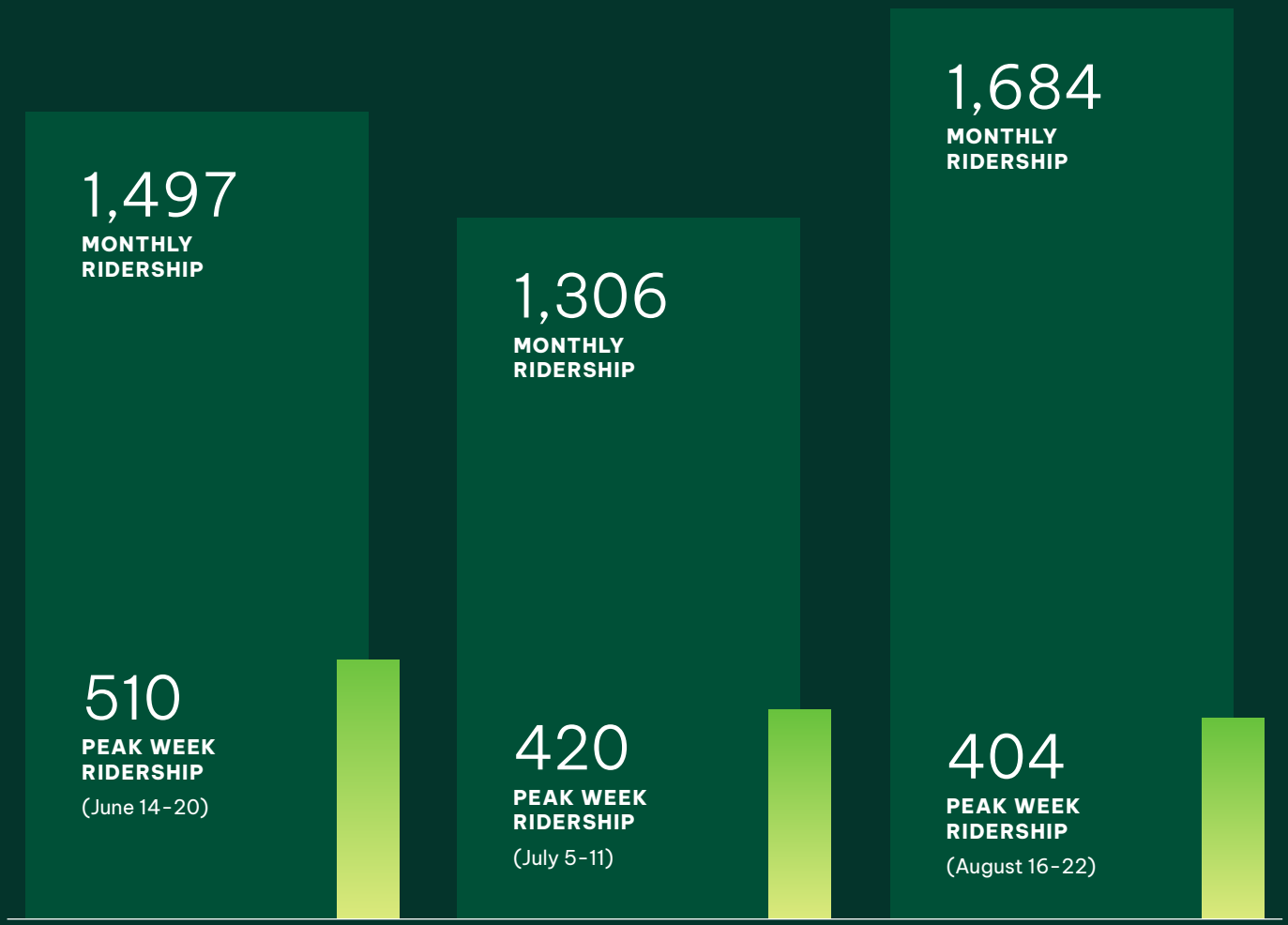
ATL Spoke recorded 1,497 passenger trips during its launch month, followed by 1,306 trips in July and 1,684 trips in August, demonstrating sustained ridership after service launch. Although June and July operations benefited from increased activity associated with FIFA matches, ridership remained relatively stable in the weeks that followed, indicating continued demand beyond the major event and strong early adoption of the service. August benefitted from the expansion of ATL Spoke service to the southern end of Atlanta University Center on August 19.

Initial ridership patterns suggest the service established a recurring user base while continuing to attract new riders. The consistency between June through August indicates that ATL Spoke is functioning as both a destination connector and a mobility option for nearby residents and visitors.

Weekly Ridership Trends

Ridership fluctuated throughout the quarter, largely reflecting weather conditions, special events, holiday travel patterns, and normal variation associated with a newly launched service.

It is important to note that a minimum of approximately six months of data is typically needed to accurately identify, assess, and evaluate ridership trends



JUNE 2026
June service launched June 5 and included 5 FIFA matches.

JULY 2026
July included 3 FIFA matches.

AUGUST 2026
Service expanded to AUC on August 19.

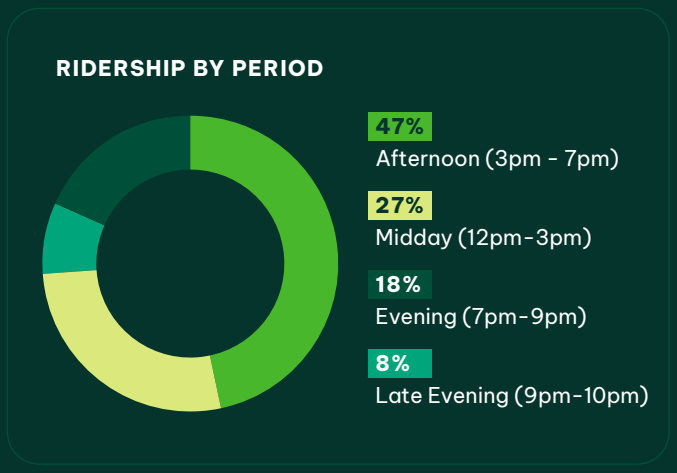
Ridership Patterns and Key Destinations

Analysis of stop activity indicates that the strongest demand consistently occurred at:

LEE & WHITE - WEST	1,974
WEST END STATION	1,347
LEE & WHITE - EAST	883
LOWERY & BEECHER - SB	91
AUC (WESTVIEW & WEST END)*	86
LOWERY & BEECHER - NB	85
LEE & OAK - SB*	23
LEE & OAK - NB*	10

**Service at AUC and Lee & Oak stops officially began August 19.*

Based on the boarding data, Lee + White serves as the dominant activity center, accounting for the majority of trips across its east and west stops, while West End Station remains a transfer point with strong boardings across multiple station stops. The usage observed at Lowery & Beecher shows the importance of providing neighborhood access and first-mile/last-mile connectivity along the corridor. Usage at the AUC and Lee & Oak stops should be viewed as preliminary, as these locations were added on August 19 and reflect only two weeks of data.





Ridership by stop exceeds the three-month route ridership total by 12 trips. This variance is likely due to automated passenger counter data collection and processing differences.

Community Impact

ATL Spoke contributes to Atlanta Beltline's broader mission of connecting communities, expanding mobility options, and supporting access to jobs, recreation, and services.

During the first quarter, riders used the service to:

Connect between MARTA and Beltline destinations

Access restaurants and businesses at Lee + White

Reach recreational opportunities along the Beltline

Reduce short vehicle trips along the corridor

Experience emerging transportation technology firsthand

ATL Spoke serves as an important pilot for assessing the readiness of autonomous transit technologies. Findings from the pilot will help inform how autonomous transit may complement future Beltline transit investments, including the long-term vision for approximately 22 miles of Beltline light rail.

RELEVANT HIGHLIGHTS

4,400 **RIDES**

More than 2,800 rides completed during the first eight weeks of service.

7,000 **MILES**

Over 5,000 autonomous miles traveled.

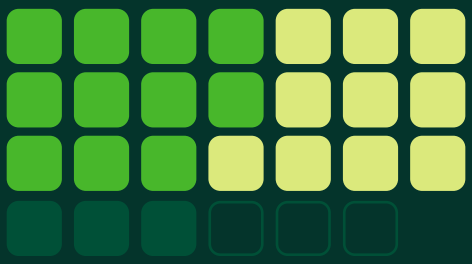
Building connections between communities and future transit opportunities.



Rider Experience and Customer Feedback

ATL SPOKE RIDER SURVEY

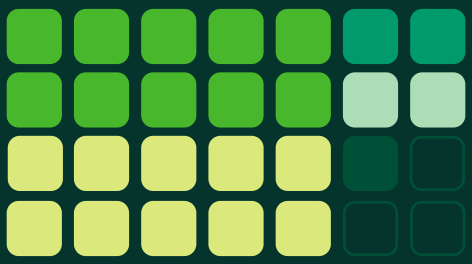
A total of 28 rider surveys were completed during the quarter.



Likelihood of Riding Again

- VERY LIKELY
- SOMEWHAT LIKELY
- SOMEWHAT UNLIKELY
- VERY UNLIKELY

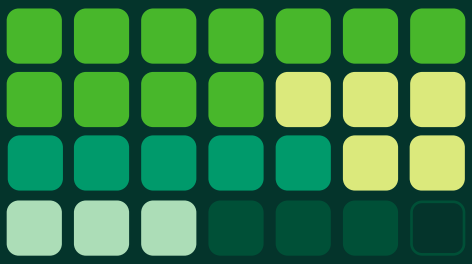
Approximately 75% of respondents indicated they are likely or very likely to ride ATL Spoke again, demonstrating strong early acceptance of the service.



Trip Purpose

- DINING & ENTERTAINMENT
- RECREATION
- SCHOOL
- WORK
- MEDICAL
- OTHER

The survey results suggest ATL Spoke is currently serving a mix of recreational, entertainment, and essential trips while supporting access to major activity centers including Lee + White, West End MARTA Station, and the Atlanta University Center.



How Riders Would Have Traveled Otherwise

- WALK
- DRIVE
- RIDESHARE
- BIKE
- OTHER PUBLIC TRANSIT
- WOULD NOT HAVE MADE TRIP

Survey responses indicate ATL Spoke is replacing a variety of travel modes, including walking, driving, rideshare trips, and bicycle trips. Several riders also indicated they may not have made their trip without the service.

What Riders Liked Most

Convenience and Connectivity

One rider described ATL Spoke as: “A lifesaver” for connecting to MARTA rather than completing a long walk in summer heat.

Innovation

Several riders highlighted the unique opportunity to experience autonomous mobility.

Community Benefit

Riders expressed support for ATL Spoke and the access it provides: “This is a great and needed addition to the Atlanta transportation system.”

> **IT WAS A GREAT EXPERIENCE FOR ME AND MY FAMILY, AND I ENJOYED THE EXPERIENCE WITH MY PARENTS.**
>
> June 26, 2026



Opportunities for Improvement

Better Stop Visibility & Wayfinding

Multiple riders reported difficulty locating the boarding area at West End MARTA Station and requested improved signage.

Bicycle Accommodations

Multiple respondents requested bicycle racks or clearer communication regarding bicycle policies.

Faster Travel Times

Several riders cited long stop dwell times and overall trip duration as areas for improvement.

Earlier Service Hours

Students and commuters expressed interest in earlier morning service to better support school and work-related travel.

ATLSpoke

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Ride Beep

Android ↗ iPhone ↗