



## City of South Fulton, Georgia

5440 Fulton Industrial Blvd.  
South Fulton, GA 30336  
Phone: 470-552-4311  
cityofsouthfultonga.gov

### Agenda

#### City Council Work Session

*The Honorable Carmalitha Gumbs, Mayor*  
*The Honorable Catherine F. Rowell, District 1*  
*The Honorable Aaron V. Johnson, District 2*  
*The Honorable Helen Z. Willis, District 3*  
*The Honorable Jacey Sebastian, District 4*  
*The Honorable Keosha B. Bell, District 5*  
*The Honorable Natasha Williams-Brown, District 6*  
*The Honorable Linda B. Pritchett, District 7*

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**Tuesday, January 27, 2026**

**4:00 PM**

**City Hall**

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#### *SOUTH FULTON CITY COUNCIL MISSION STATEMENT:*

*To provide exceptional customer service that sustains a safe, inclusive, innovative, and an economically vibrant city.*

**Live-stream:**            **Public Meeting Portal (Civic Clerk):**  
<https://southfultonga.portal.civicclerk.com>

**Public Comment:**    <https://www.cityofsouthfultonga.gov/3074/Public-Comment-at-Council-Meetings>

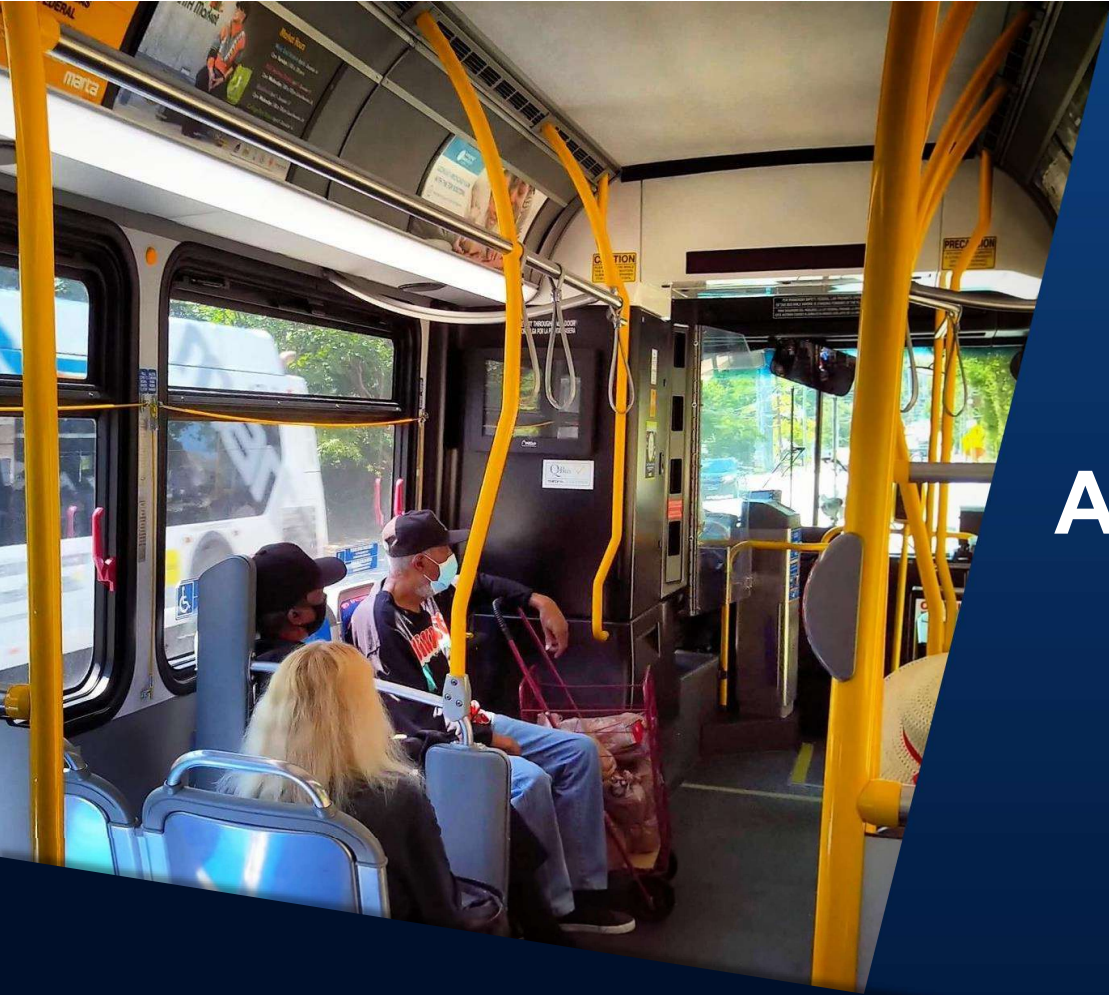
- I. Meeting Called to Order - Mayor Gumbs**
- II. Roll Call - Corey Adams, City Clerk**
- III. City Manager Items - Sharon D. Subadan, City Manager**
  - A. Introduction of New Employees
- IV. Presentations**
  - A. MARTA Expanded Bus Service
- V. Executive Session, if necessary**
- VI. Adjournment of Meeting**



# NextGen Bus Network Service in the City of South Fulton

January 27, 2026





# About The NextGen Bus Network

## What Is the NextGen Bus Network?

The NextGen Bus Network is a **comprehensively redesigned bus network**, the **largest effort of its kind** since MARTA's founding. The new network will:

- » Provide frequent transit service to **nearly three times as many people** as MARTA's existing network.
- » Provides significant improvements to **minority and low-income communities**
- » **Increase access** to jobs, fresh groceries, education, healthcare, and more
- » Provide **supporting infrastructure** to help access and operations

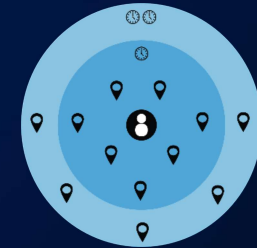
# How Will It Work?



More frequent services



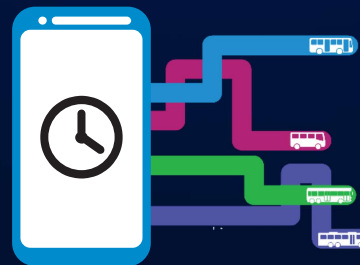
Simpler routes with fewer transfers



Access to more places in less time



Timed transfer locations



New on-demand service

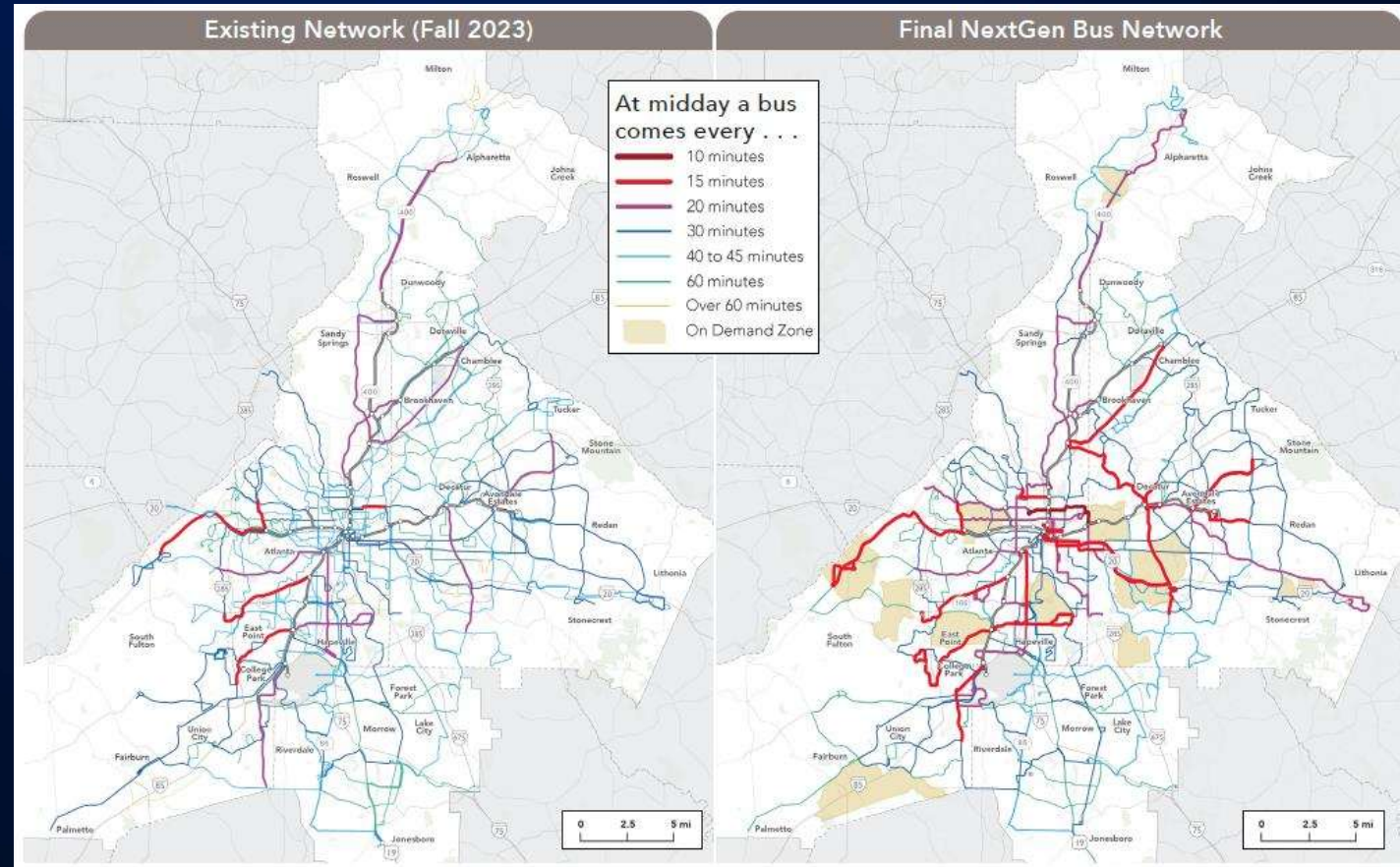


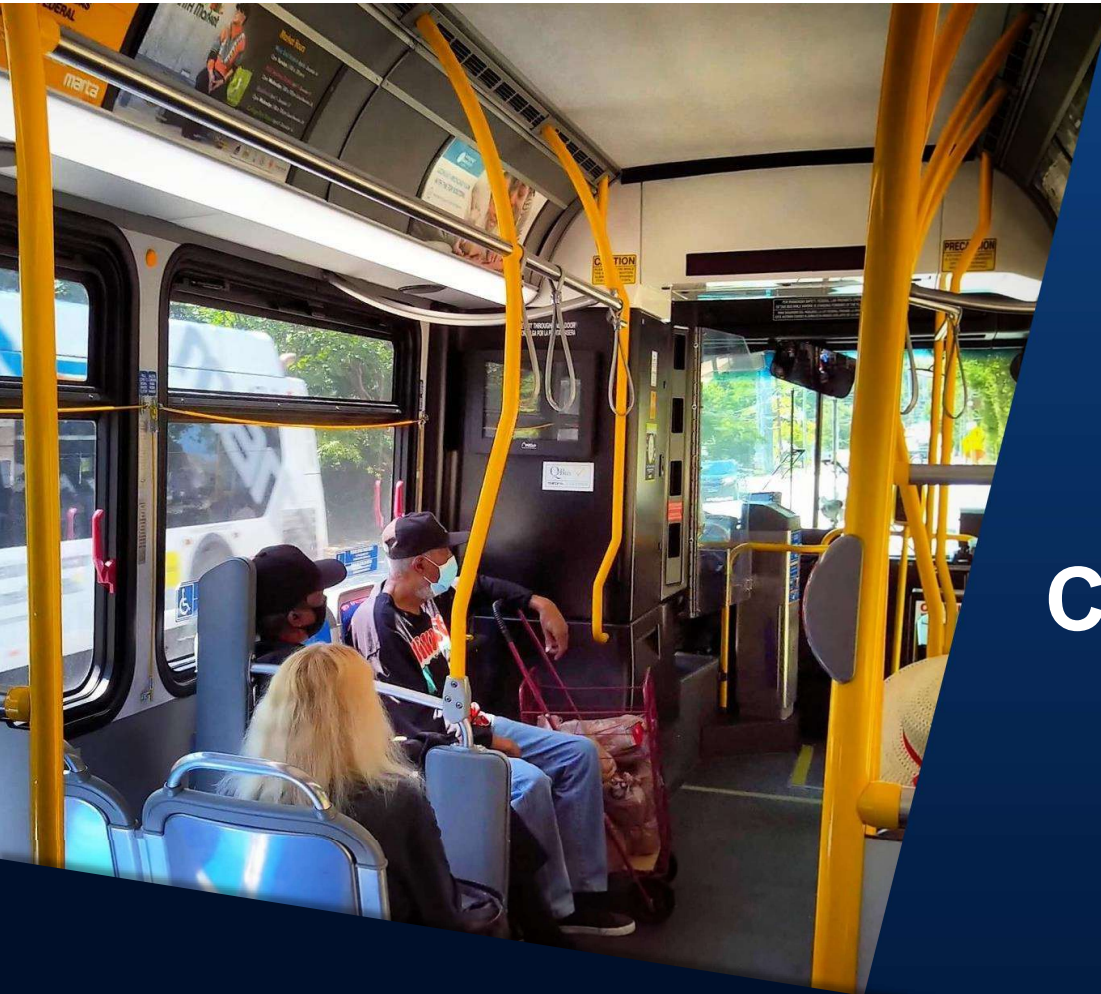
Consistent service 7 days a week

# Comparing the Networks

Red lines are frequent service (at least every 15 minutes).

Tan zones are on-demand.



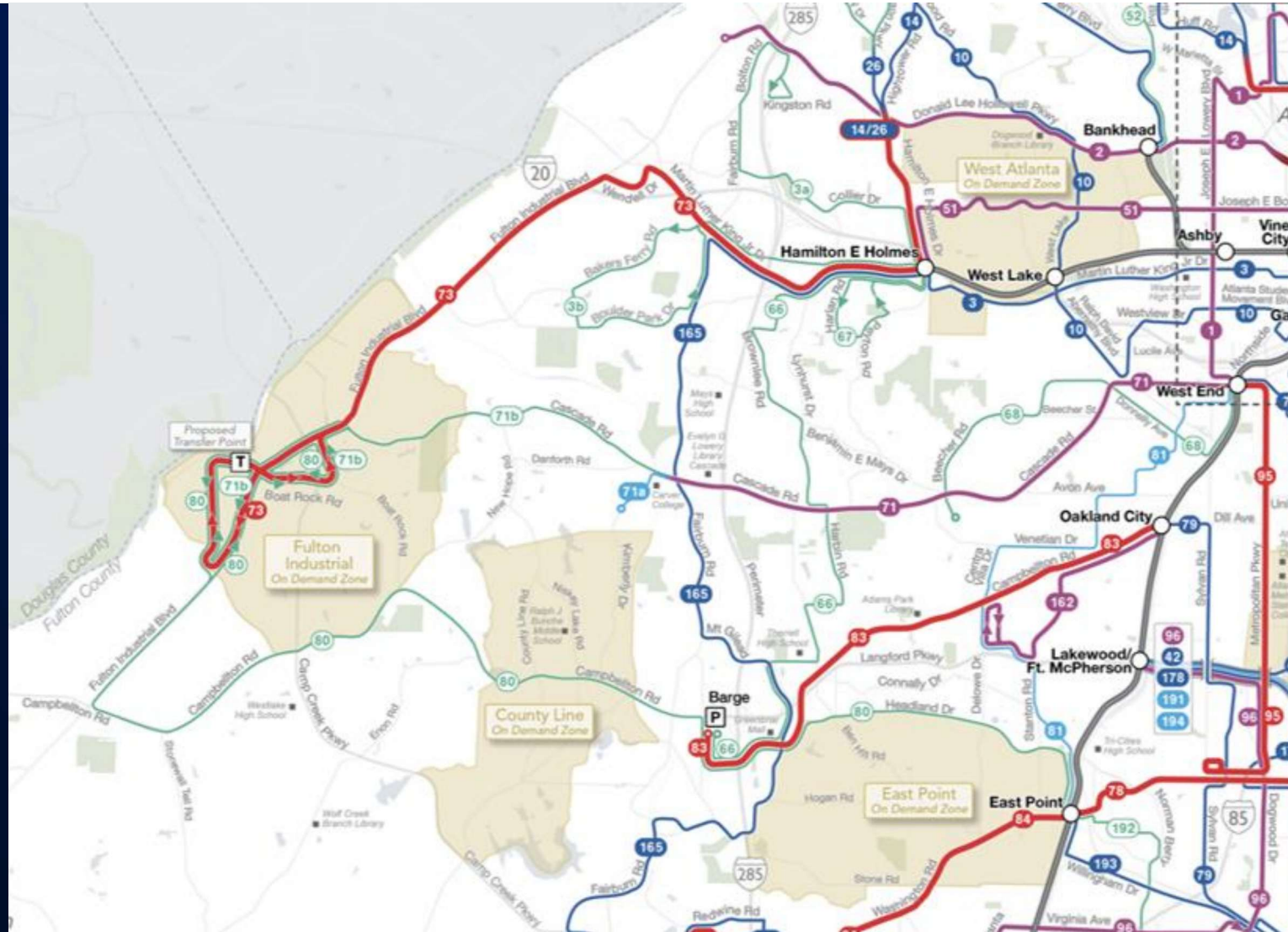


# Service in the City of South Fulton



# NextGen Service in the City of South Fulton

## Bus Frequency





# Key Changes in South Fulton

## » **Cascade Road (Route 71)**

- Continues to provide service along Cascade Road to West End Station.

## » **MLK Jr. Dr. & Fulton Industrial (Route 73)**

- Fulton Industrial Boulevard will be streamlined and provide frequent service, every 15 minutes, all week.

## » **Campbellton Road (Route 80)**

- Connects East Point Station, Greenbriar Mall, Sandtown Crossing, and Fulton Industrial Boulevard including the Amazon facility

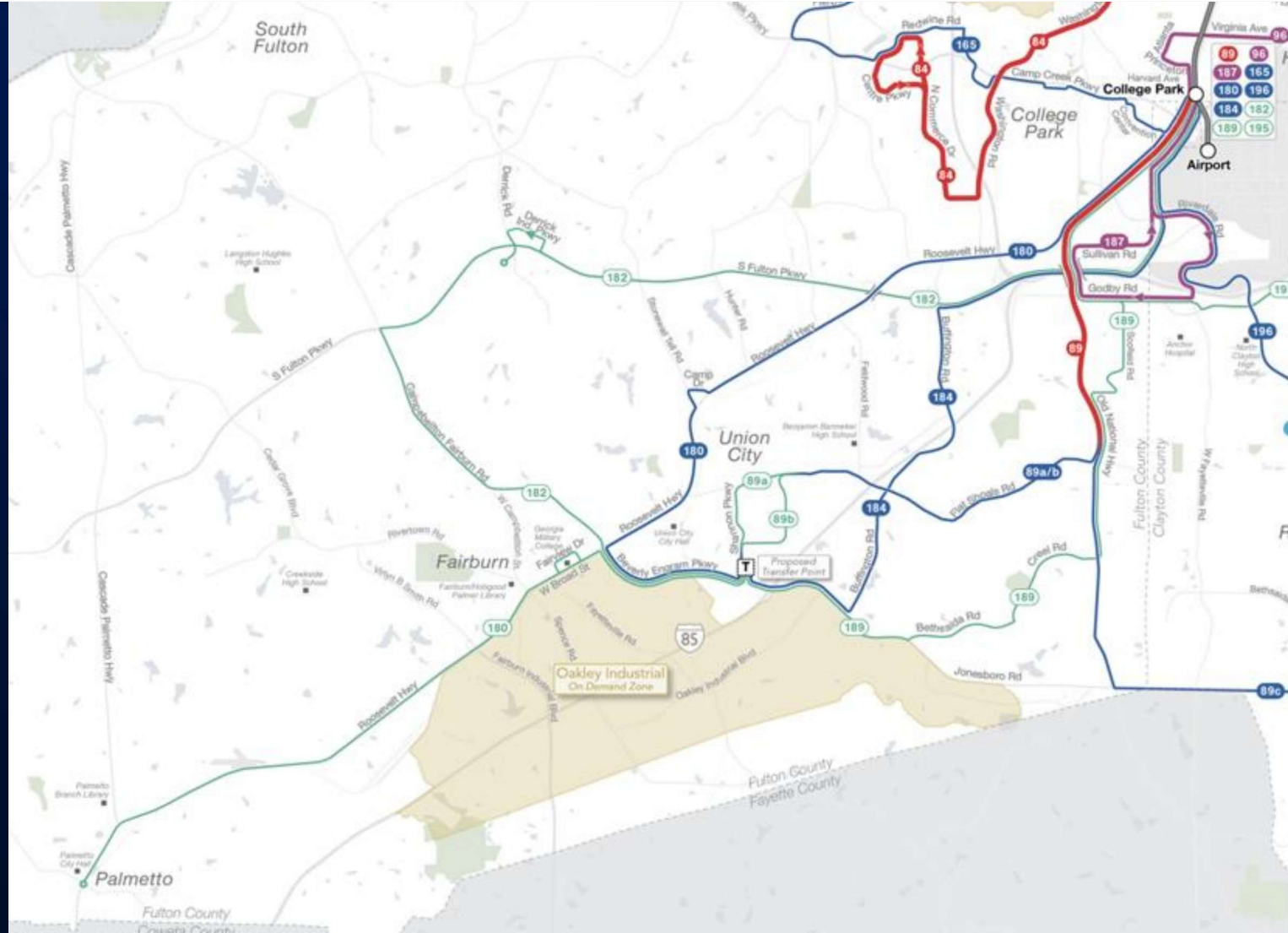
## » **Fulton Industrial and Boat Rock Road (Reach Zone 306)**

- Will provide on-demand service and additional first/last mile connections in the vicinity of Fulton Industrial and Boat Rock Rd.



# NextGen Service in the City of South Fulton

## Bus Frequency





# Key Changes in South Fulton

## » Old National Highway (Route 89)

- Frequent service along Old National Highway, with buses running every 15 minutes between College Park Station and Flat Shoals Road.

## » Roosevelt Highway (Route 180)

- Will continue to provide direct service between College Park station and Palmetto with the addition of connecting to the new South Fulton Transfer Point.

## » South Fulton Parkway (Route 182)

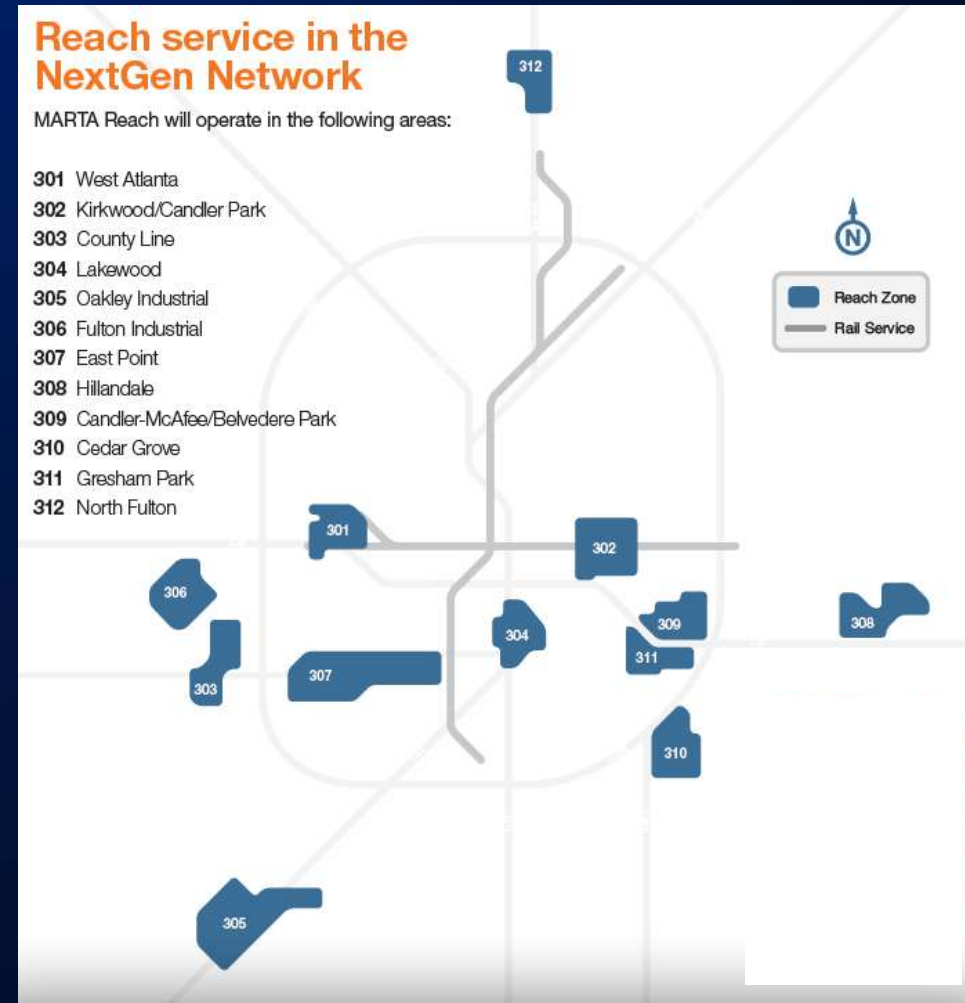
- Will provide more direct service between College Park station and South Fulton Pkwy on an hourly basis, extending to Fairburn and Union City with service to the new Fulton County Elections Hub and Parkway Village Shopping Center

## » Old National Highway & Bethsaida Road (Route 189)

- Will provide hourly service along Scofield Rd and Old National Hwy, with added service along Creel Rd, Bethsaida Rd, and Jonesboro Rd, connecting to more routes in Union City.

# MARTA Reach Service

- » Zones 305 and 306 in South Fulton
- » Curb-to-curb on-demand service
- » Pickups within 30 minutes of request
- » Replaces fixed-route coverage in lower density, lower ridership areas
- » Provides first-and last-mile connections to MARTA rail, frequent buses, major transfer points
- » Smaller branded vehicles





# Key Changes in South Fulton

## » **Oakley Industrial** (Reach Zone 305)

- Will provide on-demand service and additional first/last mile connections in the Oakley Industrial area, with connections to Union City and Fairburn.

## » **Fulton Industrial and Boat Rock Road** (Reach Zone 306)

- Will provide on-demand service and additional first/last mile connections in the vicinity of Fulton Industrial and Boat Rock Rd.

# Preparing for Launch...



# Preparing for Launch...

 **Program Management**


 **Launch Day Prep**

 **Communications**

Outreach      Inreach

 **Capital**

Infrastructure      Temp. Bus Stop Signage

 **Operations Preparation**

Operator Pick	Operator Training	
System Information	Mobility	
Technology Readiness	Vehicle Readiness	Operations Staff Readiness

 **Reach**

Launch Management	Operator Recruitment	Technology Readiness
Vehicle Readiness	Operator Training	Operations Readiness



## Preparing for Launch...



**Reach Service**  
Launches March 7, 2026



**Full NextGen Network**  
Launches April 18, 2026



# Resources & Upcoming Engagement



**[itsmarta.com/nextgen](https://itsmarta.com/nextgen) and [itsmarta.com/reach](https://itsmarta.com/reach)**

*New service information, route maps, trip planning, and more to come*



**Town hall meetings**

*14 at locations throughout the system, plus more at MARTA Headquarters*



**On-system engagement**

*Pop-up events and literature distribution at stations and on vehicles*



# Thank you!

