The Atlanta Regional Commission: Taking a 10-County Approach to Access, Information & Mobility Management

By Scott Bogren

In the heart of downtown Atlanta, not far from the city’s soon-to-launch streetcar line and adjacent to Georgia State University, sits a brick and glass building that is home to the Atlanta Regional Commission (ARC) — our DigitalCT team’s first stop on its Georgia Transit Tour.

We’re there to meet with Cain Williamson, Manager of the ARC’s Mobility Services Division and three of his colleagues — Landon Reed, a transportation technologist; Aaron Fowler, a senior planner; and Janae Futrell, a principal program specialist. It turns out that the ARC is highly involved, through its Mobility Services Division, in rethinking and reshaping how people living in the Commission’s 10-county region access and interact with all forms of mobility. The ARC might not operate any transit vehicles, but its impact on the Atlanta region’s community and public transit future already is, and will be, considerable.

Futrell, during her presentation on the ARC’s implementation of mobility management, sums it up: “We’re all about the customers, the people living in our 10-county region and how they can access the region’s transportation assets,” she says. “That’s our niche, we’re not operators.”

The ARC: A History of Cooperation

The Atlanta Regional Commission and its predecessor agencies have coordinated the region’s transportation planning for 67 years, which in 1947 made it the nation’s first publicly funded, multi-county planning agency. What started in the counties of DeKalb and Fulton, as well as the city of Atlanta, has spread to an additional eight counties...
Funded through local, state, federal and private sources, the ARC’s Board of Directors is composed of each county commission chairperson in the 10-county region, one mayor from each county who is chosen by a caucus of county mayors, a mayor from both the north and south sides of Fulton County, the mayor of Atlanta, a member of the Atlanta City Council, 15 private citizens selected each from one of the region’s 15 multi-jurisdictional districts, and one member of the Georgia Department of Community Affairs.

With a more than $60 million annual operating budget, the ARC has divided itself into three centers: Livable Communities, Strategic Relations and Community Services. The Mobility Services Division falls under the Center for Livable Communities and focuses on transportation demand management.

“It became apparent that what we’re doing was not development, it’s service coordination” says Williamson. Indeed, as our meeting spotlights, the ARC’s Mobility Services Division staff have taken a strategic approach to their work, seeking efficient, regional solutions. It’s easy to understand why a more incremental tactic makes sense.

It’s impossible to sit down with ARC transportation staff and not discuss the 2012 Transportation Special-Purpose Local-Option Sales Tax referendum (dubbed T-SPOLOST) that failed in nine of the state’s 12 regions, including Metro Atlanta. The 10-year, one-cent sales tax increase would have raised nearly $7 billion and provided the financial horsepower for a unified 10-county Atlanta region to build the type of transportation (both transit and highway) infrastructure that it sorely needs. After millions of dollars spent promoting the benefits of T-SPOLOST approval, the sting of voter rejection two years ago was understandably painful.

“The vote launched a lot of soul searching around here,” recalls Williamson. Perhaps that’s what makes the three innovative projects that ARC staff shared with the DigitalCT team so noteworthy. Williamson and his colleagues have taken challenges that every city Atlanta’s size faces, and developed remarkable concepts that have the ability to transform how local residents access and ride all forms of transit.

ATLTransit.org: Connecting the Region’s Transit Infrastructure

Walking around downtown Atlanta, the need to link together the region’s growing roster of transit operations becomes patently clear. Just outside the ARC’s doors, in fact, Georgia State University buses roll alongside MARTA buses with Georgia Regional Transportation Authority (GRTA) vehicle operating a block away. It’s an ideal job for a transportation technologist. Enter the ARC’s Landon Reed.

“ATLTransit.org is a regional passenger information website using coordinated operating data,” says Reed. “It takes the schedules of a number of operators and brings them together for customers.” Led by GRTA — the overall project manager — ARC provided the expertise to stand up the trip planner.

The innovative trip-planning site puts the transit resources of four primary operators — MARTA, GRTA, Gwinnett and Cobb County — into an easy-to-use web interface that also streamlines pass and payment options as well as transfers. Reed adds that a number of what he calls secondary providers — Georgia Tech, Emory University, the Atlantic Station Shuttle, The Buc, TMA and
Business Improvement District operations — also are being worked into the site.

“It’s all based on the open source trip-planning software called OpenTripPlanner,” says Reed, which he hopes will facilitate the site’s continued and future updating and growth.

The site is both operator neutral and user friendly, working in much the same way as popular transit trip planning smartphone apps like The Transit App, Moovit and RideScout. It’s been mobile-optimized, as well, and Reed adds that ARC is looking at making it as mobile friendly as possible.

In July the ATLTransit.org site enjoyed nearly 4,400 visits (29 percent of which were via mobile devices), half of which were dedicated to planning a trip.

**Unified Bus Stop Signage**

It’s one thing to bring together the Atlanta region’s myriad transit assets together in a user-friendly trip-planning website. It’s another, however, to make sense of the available transit network at the street level, where customers actually come in physical contact with the vehicles. That’s where ARC’s Senior Planner Aaron Fowler introduces the agency’s **Unified Bus Stop Signage** project.

“We studied how riders interact with the current network,” says Fowler. “We identified local stops with overlapping service (served by more than one operator) and set out to develop a uniform bus stop design that better meets the customer's needs.”

Once the local inventory was complete, Fowler and the ARC came to five core realizations about local bus stops — he calls them “universal realizations.”

1. Placemaking delivers confidence to passengers.

2. Specific information provides control.

3. Visuals generate transit awareness and demand.

4. Riders travel by routes, not brands or systems.

5. Use the existing infrastructure for new signage.

The result is four tiers of elegant recommended signage for Atlanta streets, each of which is readily recognizable first as a bus stop, and which then offers individual route information for all the operators that serve the stop. Further, the uniform design provides ready access to real-time bus data, for passengers with smart phone access.

“We know that eventually, passengers will access the local transit network on the streets,” says Fowler. “We want that experience to be just as simple and easy as it is on the ATLTransit.org site.”

The ARC is currently working with the transit operators, the Community Improvement Districts and the City of Atlanta to
establish a project implementation plan and schedule for the unified bus stop signage. Regional implementation of the new signage will be a multi-year effort, with the first wave of new signage expected in late 2015.

**On the Street and On the Web: Managing Communications**

The last project that staff highlighted for the DigitalCT team is its most complex — and audacious — the development of a systemic approach to mobility management that is designed to combine trip triaging and route optimization with a variety of transportation service modes to ensure both cost effectiveness and efficiency using open source software and common data specs (see graphic on next page — ed).

Trip triaging is the process of achieving an ideal match between eligibility profile/accommodations needed by the user and the cost to the agency/provider.

“ARC’s planned open-source software projects reflect the human services transportation trip process from trip discovery to trip transaction (terms and concepts first clarified in the TCRP report, *Standardizing Data for Mobility Managers*),” says Futrell, who favors highly detailed flow charts, tables and graphics to simplify complex mobility management concepts. In fact, much of her work can be summed up by the name of the ARC’s one-click trip planner funded by the Federal Transit Administration’s Veterans Transportation and Community Living Initiative (VTCLI) and set to be initiated next month: Simply Get There (name not yet finalized — ed).
"What’s behind the scenes may be complex," says Futrell. "But the actual passenger interface must be simple."

One of ARC’s concepts that Futrell explains is a Travel Management Coordination Platform that uses a human services transportation brokerage engine that is, according to Futrell, the key to system-wide efficiency across various modes. The brokerage engine includes fixed-route, dedicated demand-response, carpool/vanpool, volunteers and taxi modes.

Pulling it all together is the ARC’s Atlanta Regional Mobility Network that incorporates pedestrian, bike, fixed-route and demand-response transportation modes in a detailed matrix that works its way from trips to providers, covering vital issues like coordination, fare structures, travel training, reporting and more.

“From the client or rider’s perspective, there’s too much opacity between mobility programs,” says Futrell. “We’re interested in what could make the client exchange between agencies/providers both possible and easier.”

**Tangible Coordination**

The ARC is, clearly, working on a number of notable projects that, taken as a whole, will make it easier for current and future transit passengers to access the 10-county region’s growing network of transit and mobility services.

“Everything is about providing information to the customer,” says Williamson.

As for what’s next, Williamson, Fowler, Futrell and Reed all point to a single regional fare product and policy that includes mobile/smartphone ticketing as a looming priority.

The Atlanta Regional Commission’s Mobility Services Division is undertaking a comprehensive approach to ensuring that the region’s growing list of transit operators and modes are both easily accessed and logically organized. The future of community and public transportation in the Atlanta region is in good hands. CT
Engaging Atlanta’s History Via Streetcars

By Rich Sampson

Eight-lane highways choked with congestion. Unchecked suburban sprawl. Neighboring jurisdictions squabbling over differing views of the future. These themes are part of a narrative about the Atlanta metropolitan region that curries favor among many commentators on urbanism and infrastructure. And, to a point, they’re not unfounded. Traffic is indeed snarled in many places, smart growth objectives are not universally adhered to in the Southeast’s largest region and numerous counties, cities and towns hardly see eye-to-eye on many key issues.

But that’s not the full scope of Atlanta’s vision of itself and its future and it’s certainly not the self-portrait of the city proper. Maybe you haven’t yet heard the story of vibrant urban college campuses, a revitalized, historic neighborhood market or one of the nation’s oldest African-American communities working to restore its vitality after decades of neglect. That’s the story we witnessed firsthand as the DigitalICT staff walked along the most of the Atlanta Streetcar route through downtown and the Old Fourth Ward along with Athens Transit Director Butch McDuffie, who joined us for the first day of the Georgia Transit Tour. These lesser-known, but equally-important notions are — in part — the story of the Atlanta Streetcar.

Upending Enduring Perceptions

Walking along the streets of downtown Atlanta, it’s hard to reconcile the preconceived notions that many — especially outsiders — have about the city with its current reality. Well-established neighborhood pocket parks — the kind you’d have no trouble believing...
exist in places in the Twin Cities or Boston – abound every few blocks, like the tidy Woodruff Park nestled into what could only be described as the core of the downtown business district. Nearby Broad Street – with its sidewalks lined with mature, leafy trees providing welcome shade to trendy sidewalk cafes and hookah lounges – could easily be mistaken for a scene in Portland, especially as students heading to classes at Georgia State University emerge for the day. This is when the nearby streetcar rails installed on the adjacent Auburn Ave. and Peachtree Street begin to make sense: this is the kind of setting where streetcars can thrive.

Transportation in all its forms is a perplexing challenge in the Atlanta region, which is fitting for an area whose history is so tied to moving people and goods. The city was initially nothing more than a junction point for five different railroads, a location still borne out by the Five Points district downtown. That rail nexus is also why the then-fledgling settlement was such a key objective for U.S. General William Tecumseh Sherman, when he infamously burned Atlanta as part of his March to the Sea in 1864 as the Confederacy drew to a close. As the city was rebuilt and once again flourished over the subsequent century and a half, rail travel gave way to the region’s continued transportation import in the form of Atlanta-Jackson Hartsfield International Airport, which has grown to become the busiest such facility in the world.

Atlanta’s public transportation legacy has likewise endured periods of growth and retreat, much of it tied to the establishment of the Metropolitan Atlanta Rapid Transit Authority (MARTA) in 1971. We considered this history in depth in this article as the region prepared to vote on multi-jurisdiction, long-term investment stream for transportation projects known as Transportation Special Local Option Sales Tax, or T-SPLOST in July 2012. That measure was ultimately defeated by voters, a setback that would seemingly grind to a halt any efforts to significantly improve mobility options in Atlanta and its surrounding communities. And yet, thanks to the combined efforts of local elected officials, business leaders and community representatives that began two years prior to the T-SPLOST vote, a flicker of hope remained in the form of plans for Atlanta’s first streetcar route since 1949 (our profiles of the Atlanta Region Commission and Henry County Transit in this issue of DigitalCT also provide important context for the future of mobility in the Atlanta metropolitan region – ed).

As far back as 2003, representatives of Georgia Tech and Georgia State universities, the Georgia World Congress Center, the Buckhead Community Improvement District, the Buckhead Coalition, Underground Atlanta, Central Atlanta Progress, the Woodruff Arts Center and MARTA came together to explore ways new streetcar routes might augment MARTA’s existing regional heavy-rail rapid transit and bus network specifi-
ultimately formed Atlanta Streetcar, Inc., a nonprofit entity tasked with making streetcar service in Atlanta a reality (we also looked at the early stages of the Streetcar’s construction in the 31st issue of RAIL Magazine in the fall of 2012 – ed).

Selecting the Right Corridor

As Atlanta Streetcar, Inc., was advancing plans to return streetcars to the city, it focused on determining corridors that would produce the greatest value to Atlanta, which didn’t necessarily mean that it would only focus on the highest level of transit-oriented development. Instead, the organization – and its constituencies – sought a broader tool to increase connectivity with the MARTA network and prioritize high-capacity transit access in neighborhoods and commercial districts that had been bypassed by development elsewhere.

From 2006 through 2009, much of that focus was within the so-called Peachtree Corridor, a north-south stretch spreading north from the downtown core through the Midtown district and the Brookwood neighborhood to the Buckhead commercial zone. Specific alignments for the 14-mile route were sketched out, along with detailed funding estimates. The corridor has strong commercial, retail, entertainment and residential nodes and would likely generate strong – if not skyrocketing – transit-oriented development. But while the Peachtree Corridor seemed like a natural fit for a streetcar line, it also benefits from MARTA’s north-south heavy-rail line already connecting many of the same destinations, making a new streetcar service redundant.

Instead, city leaders – especially those representing neighborhoods in Atlanta’s Eastside – asked Atlanta Streetcar, Inc., to explore a east-west running route, linking the down-
town core through the Sweet Auburn Historic District to the Old Fourth Ward. Both neighborhoods are historic African-American neighborhoods, with the Old Fourth Ward the location of Dr. Martin Luther King, Jr.’s boyhood home and the Ebenezer Baptist Church, where he first preached.

Although the southern edge of the area is served by the King Memorial and Georgia State stations on MARTA’s east-west line, its residential and commercial activity zones are several blocks removed from the route. Moreover, the construction of the “downtown connector” stretch of Interstates 75 and 85 through the heart of the Sweet Auburn district in the 1950s imposed both a physical and perceptual barrier between downtown and the Old Fourth Ward, one that generated heated opposition along racial lines. Since then, community and neighborhood leaders in the Sweet Auburn and the Old Fourth Ward have sought means to reconnect the area with the heart of the city.

In 2010, Atlanta Streetcar, Inc., – with the support of city leaders and MARTA – shifted its focus from the Peachtree Corridor to a new loop route through downtown and then heading east through Sweet Auburn and the Old Fourth Ward. That year, the project received $47 million investment through the second round of the U.S. Department of Transportation’s Transportation Investment Generating Economic Recovery (TIGER), while local funds would cover the remaining $43 million of the $90 million effort. Construction began in 2012 and service will begin sometime this fall following extensive training and certification of the streetcar route, its Siemens S70 vehicles and streetcar operators, mechanics and dispatchers. The 2.7-mile will serve 12 stations and is expected to carry more than 2,600 riders each weekday.

“It’s truly a multi-purpose project,” said Sharon Garvin, Communications Director for the Atlanta Streetcar, during our visit to the system’s vehicle storage and maintenance facility, smartly tucked under an overpass of Interstates 75 & 85. “The Streetcar will serve as both a downtown circulator as well as a catalyst for activity and mobility in some of this city’s oldest neighborhoods. There’s a lot of interest in bringing equality to both sides of the line.”

“The Streetcar is just another tool in the regional toolbox,” adds Carl Jackson, Manager of Streetcar Services for the city of Atlanta, who also oversaw the development of Seattle’s South Lake Union Streetcar. “The success of a streetcar line is based on how it is integrated into the fabric of the community, and I like what I’ve seen here.”

A Spark for Improved Connectivity

Inasmuch as the defeat of the T-SPLOST measure two years ago was a sobering reality check for the Atlanta region’s ability to support substantial infrastructure projects, the launch of the Atlanta Streetcar may serve as a glimmer of hope for future mobility improvements. According to Garvin, the Streetcar is an opportunity for the city of Atlanta to demonstrate to the larger region that lasting transit achievements – however limited – are possible in the area.

“The recognition that the Streetcar is now...
becoming a reality will pay huge dividends for how this city and this region view their ability to accomplish priorities,” predicts Garvin, who – like Jackson – has extensive background in the passenger rail industry, having served on the communications team for Southern California’s Metrolink commuter rail network for many years. “There’s already a sense of anticipation that the Streetcar can build momentum for other initiatives, like the Atlanta BeltLine.”

Indeed, the arrival of the Streetcar through the Old Fourth Ward may act as both a concrete and figurative marker towards the development rail transit on the BeltLine, a collection of short, previously unconnected freight rail spurs that is currently under transformation into a trail and park network that encircles Atlanta. Passage of the T-SPLOST would have provided investment for a hybrid light-rail/streetcar operation throughout the BeltLine, although alignments for such a network are still being preserved throughout the trail corridors. Just a few blocks east of Jackson Street – where the Streetcar loops back towards downtown Atlanta – is the Eastside stretch of the BeltLine corridor, where retail, restaurant, residential and commercial developments are already emerging to leverage the revitalized BeltLine trail system. Additional east/west-running Streetcar lines could ultimately link the BeltLine’s East and West corridors, with North and South connections following after.
In the meantime, the project’s staff are working with elected officials and community leaders to prepare for the launch of service this fall. That process, according to Carl Jackson, is dependent on continual engagement with those who live and work in the neighborhoods and districts where the Streetcar will travel. That includes everything from regular communication on Streetcar testing details and service parameters to the city’s hiring of a Streetcar Liaison tasked with conveying concerns and questions from the community to project officials. Jackson explains this mantra stemming from the first day he arrived in Atlanta several months ago.

“You have to stop on the corner, have a sandwich, smell the area and see what you’ve got,” says Jackson, a third generation railroader who appreciates how rail infrastructure can establish tone and an identity for a given community like few other public assets. “A streetcar is a very personal, community-oriented mode of transport and it’s our job to make sure it meets the community’s expectations.”

“And we’re looking forward to continually adapting the service once it gets rolling,” adds Garvin. “This won’t be a static, bureaucratic operation once we get started. Everything – from service hours to fares and community events – will be responsive to what the community wants its streetcar to be. It’s incredibly exciting.”

High Stakes

Beyond the 2,600 daily passengers expected to board the Atlanta Streetcar’s first line, there’s much more riding on the most significant and anticipated transit project in the Atlanta region in more than 30 years. Its success could function as the springboard for a multitude of new bus and rail transit options in the area while also reframing how their neighborhoods and business districts view themselves as livable, sustainable communities. In order for that success to materialize, the Atlanta Streetcar must first do the little things right, namely providing reliable, responsive and efficient transit service on a daily basis.

“No matter what happens afterwards, this project’s success depends on what it means to the community,” says Jackson. “We’re ready to be depended on.”

Auburn Ave. (above right) looking west towards downtown Atlanta is primed for a renaissance fueled by the Streetcar, while the route could be the spark for a larger citywide network (below).
RouteMatch: Tour Reveals Customer-Driven Approach

By Scott Bogren

The area around the streetcar and the Atlanta Regional Commission, the first stops for the DigitalCT team on its Georgia Transit Tour, is known locally as downtown. The final stop on Day One is several miles north in Midtown Atlanta — a more upscale shopping and high-rise district that is home to RouteMatch, the well-known transit software and technology firm.

In each state transit tour, we endeavor to provide a diverse snapshot of community and public transit in our selected state — spotlighting a variety of transit systems, state agencies and even vendors and manufacturers. With the Georgia Transit Tour launching in Atlanta, we knew a visit to RouteMatch was in order.

Since its founding in 2000, RouteMatch has grown in both staff and clients. RouteMatch now occupies the entire 33rd floor of its Midtown Atlanta office tower. Daisy Wall, RouteMatch’s Vice President, Marketing, took the DigitalCT team on a walking tour, explaining the various departments and their organizational roles.

From Routing and Scheduling to Apps and Smartphones

With 160 employees and 600 clients worldwide (including eight statewide contracts), RouteMatch has come a long way in 14 years. The company has expanded to include offices in Denver, Toronto and Brisbane. The core of its business is demand-response and fixed-route computer-assisted routing and scheduling on one platform, with additional emphasis on automatic vehicle location systems, business analytics, rider communication tools and, increasingly, mobile interfaces. The integration of coordination and mobility management is a particular focus.

“Our product is continuously updated because we’re building from the same original code,” explains Wall. She notes that this has allowed the company to grow organically, as well as quickly make updates and add functionality.
The rate of change in the technology industry is well-known and provides a challenge to both technology developers and users. Today, according to Wall and others we spoke with at RouteMatch, the buzzwords are Cloud deployments, apps and smartphones.

“Technology changes so fast,” says Wall at the tour’s outset. “We provide weekly internal training for our employees to try to keep up with it.” She added that some of the new innovations the company is working on include electronic fare payment and transit asset management.

In 2013, RouteMatch won an American Business Stevie Award for its front-line customer service team in the computer hardware, services and software division. The company know how vital frontline support is, because it understands its customers and the industry.

“The transit industry, and most of our customers, are strapped for cash,” says Wall. “We understand that, so we need to find ways to focus on efficiencies and more affordable ways to access our technologies, like through a subscriptions model.”

Newer versions of RouteMatch’s software are now shipping with tablets (the company says more than 7,000 are deployed in the field) to simplify data input into the system and help community and public transportation systems better manage their fleets. These packages are kits designed for simple installation, hopefully, according to Wall, taking no longer than 15 minutes.

33 Floors Up

The RouteMatch offices offer what can only be described as commanding views of Atlanta, in all directions. Functionally, the space meets one’s expectations of a technology firm — office walls have write-erase boards in many areas, a well-stocked break room offers employees a chance to decompress, a couple of foosball tables highlight an interior hallway. Perhaps most unique is the art adorning various walls throughout the floor. Wall says RouteMatch CEO Bahman Irvani collects the art and has it placed strategically throughout the company’s headquarters.

RouteMatch clusters core business functions together to improve teamwork and workflow; so areas like documentation, product development, customer support, educational services, advanced consulting, marketing and sales — each with its own modus operandi — are strategically located. Each area has its own environment, specifically designed to enhance productivity.

The development area of the 33rd floor, for example, is quieter and has higher walls on its nested cubicles than others — all the better to both code and think.

Adam Cornett, RouteMatch’s director of information connectivity and technology steps away from his quiet, isolated cubicle to discuss his focus on creating mobile applications and technology to deal with such key community and public transit issues as no-shows and trip confirmation.

“Let’s face it, everybody has a smartphone now,” says Cornett. “So we need to make everything we do mobile friendly. Agencies focus engagement, so it’s imperative we provide different ways for riders to secure, access or cancel their trips.”

One thing Wall emphasizes throughout the tour — and that Cornett underscores — is a core mission of steering the company’s products away from being too complex and expensive while always pursuing flexibility and configurability. These are phrases the DigitalCT team often hears echoed by transit.
system managers and it’s fascinating to delve into them from the perspective of the technology developers, as opposed to the end users.

The customer service side of the RouteMatch floor is buzzing with both individuals and groups hovered around telephones walking customers through problems and looking for solutions. Conversations are conducted throughout this part of the building. A hierarchy of customer service responses is clearly at play here and teamwork encouraged. Interestingly, Monday morning and Fridays are the two busiest timeframes in customer service.

Wall discusses the variety of customer service issues that the department handles, all the way up to what she calls a, “showstopper” —a problem that might keep a transit system from operating.

“We all race around here to solve a showstopper immediately,” says Wall. “It’s taken very seriously.”

Since the DigitalCT team is about to embark on a trip across Georgia, Wall introduces us to a senior sales director with RouteMatch who also happens to have Georgia in his sales territory. The company has 69 active clients in Georgia and the director already knows seemingly all the stops and people we’re scheduled to see in the coming days. It’s clear that service after the sale is important here.

“One of the best things we do is not just providing training after an agency buys the software,” says the sales director, “we make the training individualized by using that system’s data so they’re learning in a more targeted environment — their own.”

Down the next hallway is what RouteMatch calls Advanced Consulting. This team works more intensely with customers, providing not only technical assistance on the technology, but transit operations and...
business process consulting.

“Once an agency buys our software,” says David Chin, Advanced Consulting Group manager, “they want to see increased productivity – and so do we.”

The Advanced Consulting Group does a deep dive with a specific customer, ensuring they get the absolute most out of the software.

“We like to do more than just teach a customer how to use the software,” says Wall. “We strive to help them understand the data they’re seeing and how to improve performance and make adjustments.”

**A Clear Focus**

Throughout the 33rd floor of this Midtown Atlanta office tower, the main focus is on the customer. In addition to the art on its walls, RouteMatch offers such words as “Nice” and “Service” as a non-too-subtle reminder to all of its employees.

Wall knows this focus is both strategic and vital to the company’s growth and future.

“It’s a learning experience. We learn about our software from how the customers use it,” says Wall. “Changes and innovations come from the customer directly and we monitor market trends within transit as well as outside to find creative approaches to build into new versions. We’re fortunate to have such passionate people here who love what they do, and customers whom we feel are like family.”

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