Xpress Redefine the Ride (RtR) Year in Review

Mr. Jon Ravenelle provided a review of the Xpress "Redefine the Ride" initiative, noting that service adjustments made in response to post-COVID travel patterns and reduced state funding have significantly improved operational efficiency and financial performance. Despite initial customer concerns, overall satisfaction remains high, and ridership has stabilized at roughly 3,000 daily riders with systemwide utilization rising to 49 percent, placing Xpress well above national averages. Coordination with Cobb and Gwinnett counties eliminated overlapping services and streamlined the regional commuter network. Survey results confirmed strong satisfaction with safety, cleanliness, and customer service. Mr. Ravenelle stated that permanent adoption of the service changes will be presented for board action in October, and ongoing evaluation and customer engagement will continue to ensure service reliability and responsiveness.

ADJOURNMENT

The meeting adjourned at 11:20 a.m.

APPROVED:

Steve Brock, Committee Chair

ATTEST:

Chris Brunson, Board Secretary

10/14/2026

DATE MINUTES APPROVED