

# Getting to Know Red Bus

## Logistics

Our downtown shuttle, Red Bus, is a convenient way to get between the AOC and CCTP or between AOC and Northyards without having to pay for parking or deal with downtown traffic. In an effort to promote peace and patience, here are some tips to help you better understand what it takes behind the scenes to make sure Red Bus gets you where you need to be.

## Did you know.....

**We have three buses in the fleet. Here's why we run two.**

- To minimize service disruptions caused by accidents, mechanical failures, or low fuel, it is good industry practice to have a spare shuttle on hand, so we do.
- Our travel demand is most efficiently served by two buses. The third is our back up. We rotate the buses to minimize wear and tear and ensure all remain operational.

## Where Red Bus Stops

- **Ted Turner** – Stops right near the corner of Ted Turner and John Portman right in front of the MARTA train stop.
- **Civic Center** – Stops on West Peachtree Street. This is where we often have issues with bus congestion due to the many buses that stop here – we are working with the city to improve the flow. The actual “stop” is the Red Bus icon located on the pavement on the south side of the station closest to the handicapped-accessible elevator (towards Ivan Allen Jr. Boulevard). When there are many vehicles stopped along the curb, it is important to pay attention to where the bus will be able to stop. You can always wave your badge in case the driver is negotiating traffic and doesn't see you.
- **World of Coca-Cola** – Stops on Centennial Olympic Park Drive between Ivan Allen, Jr. Blvd and Baker Street near the World of Coke's Bottle Cap entrance. There is a red bus icon on the pavement.
- **Northyards** – Stops in the parking lot near the guest entrance. Look for the Red Bus icon.

## **Heads Up!**

Don't miss the bus because you are texting. Always stand at or near the bus icon; each stop has one located on the pavement. Watch for the bus to arrive and please be flexible with where it needs to stop. The drivers are looking out for your safety and convenience.

## **Show your Badge**

- Security requires that all passengers display their employee ID or visitor badge to ride the Red Bus. Please show your ID or visitor badge to the driver when boarding. If you forgot your employee ID or your visitor doesn't yet have a badge, print the date and your name on the visitor log at the front of the bus. Ask your driver for the log.

## **Visitors are Welcome**

- Visitors may ride Red Bus and also must show their badges. If you know your visitor will be catching the Red Bus from MARTA Civic Center stop ask them to tell the driver that they are visitors and have been instructed to sign the visitor log.

## **Street Closures, Incidents & Car Crashes Happen**

- In Atlanta, traffic happens. Our transportation team often doesn't get advance notice of street closures, detours, or congestion. However, once the transportation team is notified of any traffic issues, they work to minimize impacts – even redirecting the shuttles to avoid unnecessary service delays.
- As soon as the Transportation team is notified of an incident, congestion, street closure or a main event, the information is posted on the monitors at CCTP, the AOC and IT CoE Chatter groups, and the announcements section in TransLoc (tap the “settings” icon). Coke Security is also notified.
- Downtown Atlanta streets are very narrow, even for small buses. This contributes to occasional fender-benders, which require the driver to take the bus out of commission and wait by the vehicle until the Atlanta Police Department arrives to write a report. The driver must put the bus into park and turn off the GPS – meaning Red Bus is no longer visible on the TransLoc app. Our spare bus will then be rotated into service within 60 minutes.
- If your Red Bus is involved in an accident:
  1. Listen for instructions from the driver
  2. Make sure the driver takes your name and those of the other riders
  3. The driver will call for a back-up bus but APD requires that the bus and the driver stay at the scene until an officer arrives – and this may take some time

4. If it's nice, consider walking. If not, wait for the back-up bus and hop on when it arrives.
5. Send an e-mail to [commutes@coca-cola.com](mailto:commutes@coca-cola.com) if you'd like to report what you saw

### **There's an App for that. Passio GO!**

- The scheduled frequency of Red Bus is approximately 15 minutes. On average, we meet that goal, but Red Bus doesn't rule the streets and there are times when traffic gets the better of us.
- Passio GO! is a great way to see where the buses are located in real time. Knowing where Red Bus is can help you plan your trips and know when the next Red Bus is coming.
- You can download the Passio GO! app from iTunes and Google play. We have it playing on the traffic monitor near the TEC entrance. It's also available on your desktop at <http://cocacola.passiogo.com> (sometimes we just like to look at the icons moving on the map – very soothing!)
- The Passio GO! system uses the same GPS technology as your car or smart phone. GPS technology is not perfect; the arrival time posted is an estimate. The icon is actually more accurate than the arrival time because the arrival time is based on an interaction between a travel algorithm and the GPS unit, which can go out of whack if the icon moves off “the line” as it sometimes does in the high rise canyons downtown. Geek out!

### **Red Bus is driven by humans, who occasionally need to take breaks.**

- We have some of the best drivers in Atlanta. They are courteous, helpful and make it their top priority to get you to your destination safely. The drivers take breaks when they can and, due to our route configuration, have to take them at the AOC. We can't control when the drivers use the restroom and by law – as well as out of courtesy and respect - we let them take the breaks they need. When they do this, they will put a sign on the seat saying “I'm taking a short pause.” This may affect our scheduled frequency for a few minutes – which means that instead of a bus arriving every 7 minutes (which is our average), a bus may not arrive for up to 15 minutes.
- Please be considerate of your drivers. They work hard and don't earn a huge salary. If you see something that bothers you, send an e-mail to [commutes@coca-cola.com](mailto:commutes@coca-cola.com) We take your feedback seriously and will work diligently to correct any problems.

### **You can't control what you can't control... but you can plan.**

- If you are on Red Bus and it's stuck in traffic or you are waiting for the bus, use this time to check e-mail, make a few phone calls, meet someone new or take a minute to just breathe and enjoy the down time. Remember, in congestion, everyone's stuck, not just Red Bus.

- Use Passio GO! and check the transportation monitors often to learn Red Bus patterns  
Generally, it's best to allow plenty of time to make that meeting. If you're at the stop and waiting and you notice traffic is heavy, consult the app and look under Messages to make sure there hasn't been a route change. Otherwise, riding the bus is no different than driving your car, and in Atlanta, it's always smart to pad in some extra time in case of delays.

Please consult the real-time arrival app on your desktop <http://cocacola.passiogo.com> or on your smart phone (download for free from iTunes or the PlayStore).

Questions? Want help exploring the exciting world of commuting by transit?

Email: [commutes@coca-cola.com](mailto:commutes@coca-cola.com)