Atlanta Regional Transit On-Board Survey



https://leadership.saportareport.com/transit/2019/04/01/marta-teams-with-atlanta-regional-commission-to-study-ridership/

MARTA TEAMS WITH ATLANTA REGIONAL COMMISSION TO STUDY RIDERSHIP



Admin POSTED ON APRIL 1, 2019





ARC contractors will board buses and trains this spring and again in the fall to study customer usage. The survey personnel will be wearing blue vests (as shown in the flyer) and a badge indicating they are conducting transit research.

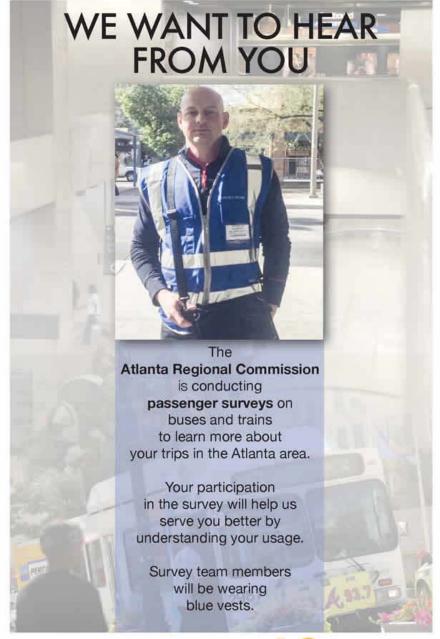
The 32-question survey focuses on trip behavior, such as your origin and destination, and demographics. The responses will help inform transit infrastructure improvements and service planning. Onboard transit passenger studies are conducted every few years. ARC last performed a comprehensive survey for MARTA in 2009.



marta . A:C

To ensure the data collected are statistically valid, passengers will be randomly selected to take the short survey. While volunteers are not allowed, the ARC and MARTA appreciate customers who agree to participate. Selected passengers will either be given a survey card to fill out or will be questioned by interviewers holding tablet computers.

Data compilation and analysis will begin at the conclusion of the survey in December with complete results presented to MARTA next April.





ATLANTA REGIONAL TRANSIT SURVEY

SURVEY TEAM 2019 RIDER SURVEY





What's a Transit On-Board Survey and Why?

- Main purpose: collect public transit rider demographic & origin-destination data
- Capture trip-making behavior, trip patterns & socioeconomic characteristics of transit riders
- Provide inputs to update ARC's regional activity-based travel demand model & support transit service planning (last transit survey in 2009)
- ► Improve metro Atlanta's competitiveness for FTA New Starts funding investment in new transit service
- Budget: \$1.75M (20% local match from MARTA)
- Survey Sample Size: 10%
- Consultant Team Selected: ETC Institute with Connetics Transportation Group (DBE), Resource Systems Group, WSP, ANIK International (DBE) and Stat Team Inc. (DBE)

New Elements & Recent Trends to Consider

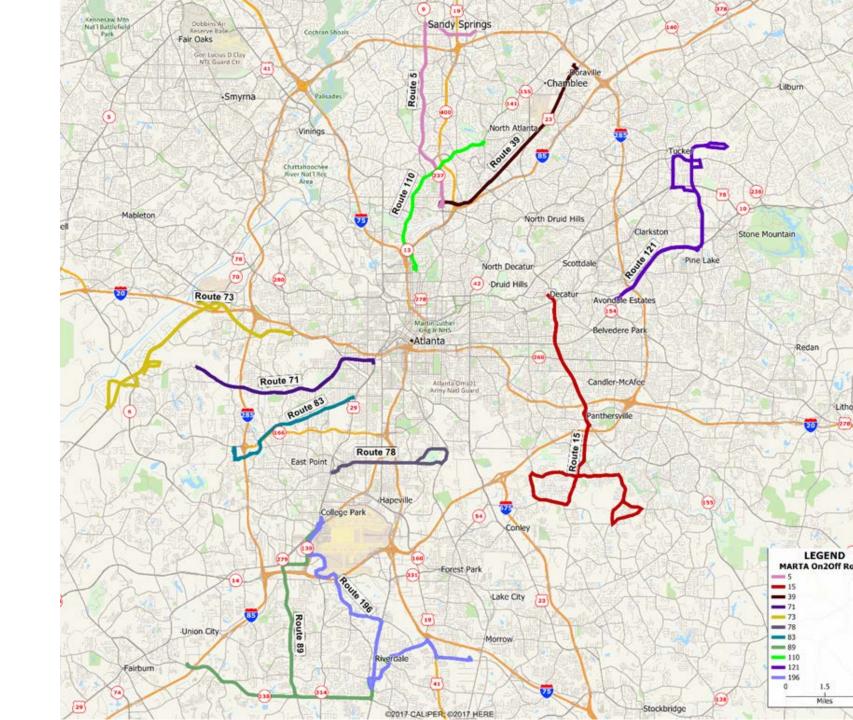
- Survey will provide info to transit operators for Title VI
- Survey will ask about new transit access/egress modes
 - Transportation Network Companies (TNCs) ride-hailing (Uber, Lyft)
 - Use TNC to connect to transit vs. Use TNC to replace transit?
 - Scooters as a mode of access to transit (Bird, Lime)
 - Dropped-off / "kiss-and-ride"
 - Bike-to-transit, walk-to-transit, park-and-ride
- Survey will leverage transit technologies and "Big Data" (Breeze Electronic Fare Card, "tap on/off" data, automatic passenger count, GTFS, etc.)
- <u>https://cdn.atlantaregional.org/wp-content/uploads/arc-transit-on-board-survey-faq.pdf</u>
- https://www.itsmarta.com/arc-survey-FAQs.aspx

2019 2020 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr

1	Develop a Work Plan and Schedule								
2.1	On-to-Off Survey Sample Plan								
2.2	Origin-Destination Survey Sample Plan								
2.3	Develop Data Analysis and Model Integration Plan								
3.1	On-to-Off Counts Instrument								
3.2	Origin-Destination Questionnaire								
4.1	On-to-Off Counts Training								
4.2	Origin-Destination (OD) Survey Training (Pilot and Full Surveys)								
5	Conduct OD Survey Pre-Test								
6.1	6.1 Support Public Involvement Efforts								
6.2	6.2. Provide the Data Collection Team								
6.3a	6.3. Conduct the Surveys (On-to-Off Survey)								
6.3b	6.3. Conduct the Surveys (OD Survey)								
7.1	7.1 Data Processing								
7.2	7.2 Preliminary Data Expansion								
7.3	7.3 Secondary Data Expansion								
7.4	7.4 Analysis and Travel Model Network Assignments								
8.1	8.1. Submit Written Report.								
8.2	8.2. Prepare Data Portal								
9	Task 9: One-Day Tour Travel Diary Survey, Processing, and Visualization								

On-to-Off Boarding-to-Alighting Data Collection

- 11 MARTA Fixed Bus Routes(5, 15, 39, 71, 73, 78, 83, 89, 110, 121, 196)
- Average Weekday Ridership over 3,000
- Recommended by FTA for Survey Data Expansion
- Supplement / Complement MARTA's APC (Automated Passenger Counter) Data
- We have collected over 13,000 on-to-off pairs, and are 100% complete



Transit Survey Monitoring Dashboard

- To view demographic categories of origin-destination survey responses, and to monitor numbers of surveys collected in real time, see https://etcinstitute.com/transit/transit-dashboards/ga_arc/
- ➤ Demographic Checks / General: Displays % of responses such as age, household size, income, etc.
- Demographic Checks / Project: Displays other items such as fare, transit use frequency, etc.
- ➤ Completion Report: Displays route-level surveys collected by direction and time of day, and remaining surveys.

% and # by INCOME_USE % and # by AGE % and # by HH_SIZE % and # by EMPLOYED_IN_HH % and # by GENDER Two (2) 26.0% 25-34 Two (2) 40.4% 35-44 Three (3) 23.3% One (1) 30.2% 05 - \$30,000 - \$39,999 One (1) 21.4% Three (3) 16.4% 04 - \$20,000 - \$29,999 45-54 Four (4) 16.2% 06 - \$40,000 - \$49,999 None (0) 8.2% 47.7% 55-64 10.0% Five (5) 8.5% 03 - \$10,000 - \$19,999 Four (4) 3.6% 65 and older 5.2% 07 - \$50,000 - \$59,999 Six (6) 2.7% Five (5) 0.8% 16-17 1.6% Other 0.1% 08 - \$60,000 - \$74,999 Seven (7) 1.0% Six (6) 0.2% 6-15 0.5% 09 - \$75,000 - \$99,999 5.1% 50% 100% 0% 01 - Below \$5,000 4.3% % and # by Race/Ethnicity 100 % and # by COUNT_VH_HHCode % and # by USED_VEH_TRIP 20% 40% % and # by HAVE_DL % and # by REGISTER_TO_WIN_Y_N African-American alone, n... White alone, non-Hispanic 15.4% Hispanic, any race 6.7% 69.4% Mixed race, non-hispanic 2.0% 3 4.3% Asian alone, non-Hispanic 1,9% 4 1.0% Not Provided 0.9% 5 0.3% 0.4% American Indian/Native A... 0.4% 6 0.1% Native Hawaiian/Pacific Is... 0.1% 100% 100% % and # by TRANSFERS_FROM and TRANSFERS_... % and # by ORIGIN_TRANSPORT % and # by ORIGIN_PLACE_TYPE 47.6% Was dropped off by someone going somep... 5.8% 18.5% Your usual WORKPLACE General Demographics (Pg. 2 Store / Retail Place 4.9% Drove alone and parked 3.9% Uber, Lyft, etc. 2.0% Airport (airline passenger only) 2.9% 0.2 7.0% Shuttle 1.4% Hospital / Doctor 2.8% 11 5.4% Other 2.3% Personal Bike 0.7% 3.0 2.0% Your Hotel or Lodging 2.2% Wheelchair / Mobility Aid 0.5% 16.86K 0% 100% 100% 50% 100% # of Surveys (All)

Transit
Survey
Monitoring
Dashboard