

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



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148 Views 0



The Metropolitan Atlanta Rapid Transit Authority (MARTA) is partnering with the Atlanta Regional Commission (ARC) to conduct surveys on system ridership.

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.

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.



WE WANT TO HEAR
FROM YOU



The
Atlanta Regional Commission
is conducting
passenger surveys on
buses and trains
to learn more about
your trips in the Atlanta area.

Your participation
in the survey will help us
serve you better by
understanding your usage.

Survey team members
will be wearing
blue vests.



Atlanta Regional Commission

ATLANTA REGIONAL TRANSIT SURVEY

SURVEY TEAM
2019 RIDER SURVEY

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

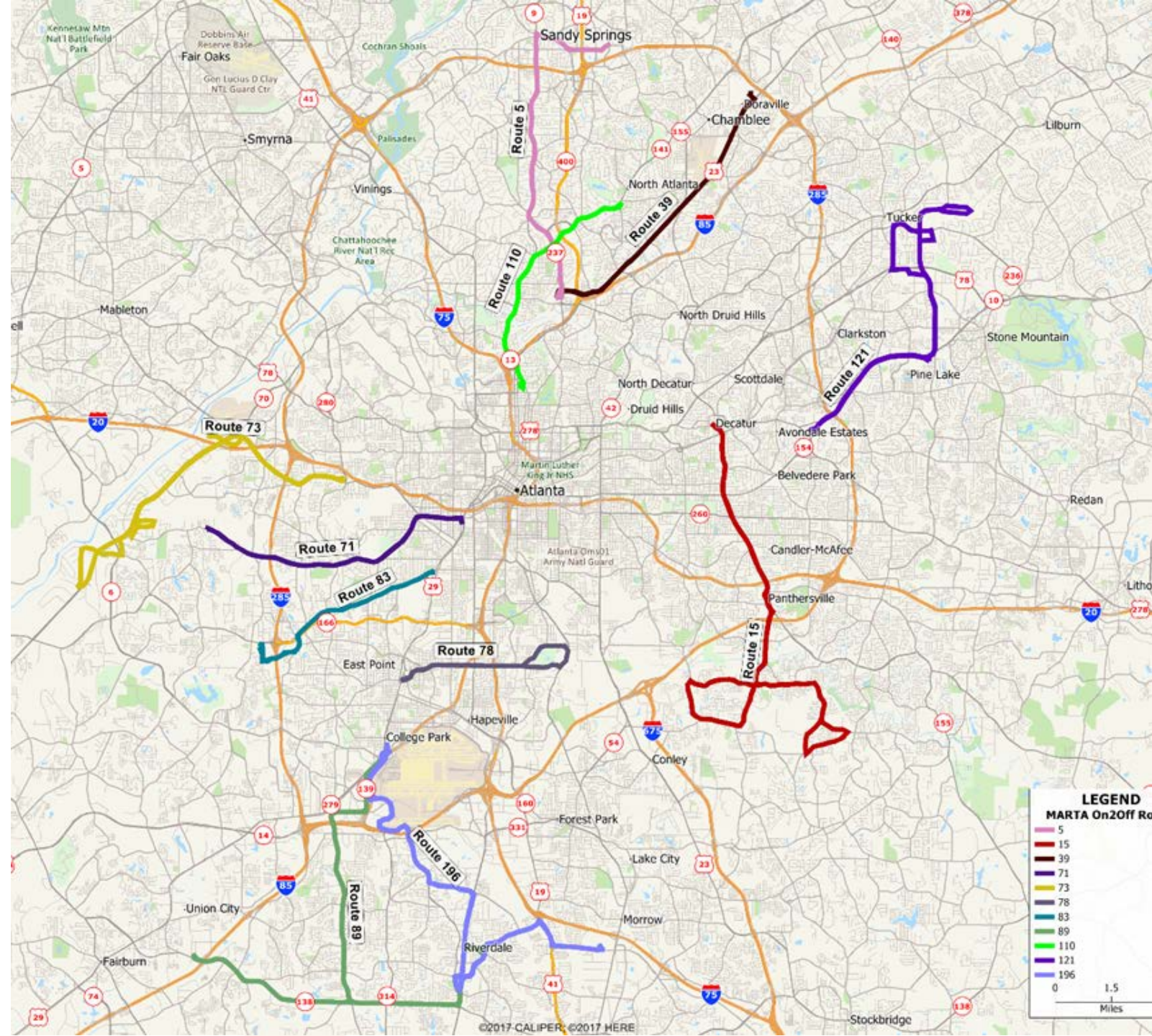
- Main purpose: collect public transit rider demographic & origin-destination data
- Capture trip-making behavior, trip patterns & socio-economic characteristics of transit riders
- Provide inputs to update ARC's regional activity-based travel demand model & support transit service planning (last transit 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.)
- <https://cdn.atlantaregional.org/wp-content/uploads/arc-transit-on-board-survey-faq.pdf>
- <https://www.itsmarta.com/arc-survey-FAQs.aspx>

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

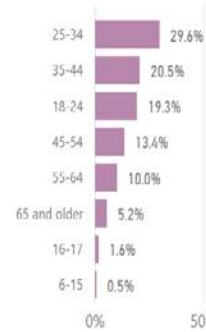


Transit Survey Monitoring Dashboard

- 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.

Transit Survey Monitoring Dashboard

% and # by AGE



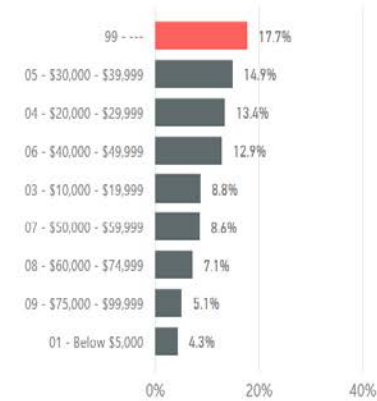
% and # by HH_SIZE



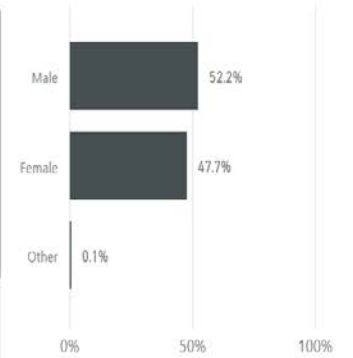
% and # by EMPLOYED_IN_HH



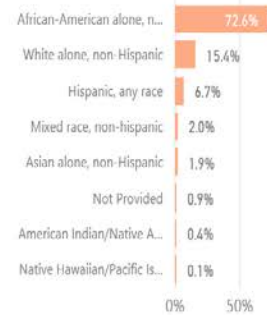
% and # by INCOME_USE



% and # by GENDER



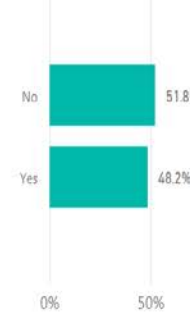
% and # by Race/Ethnicity 100



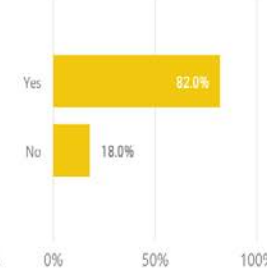
% and # by COUNT_VH_HHCode



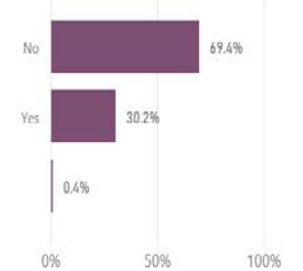
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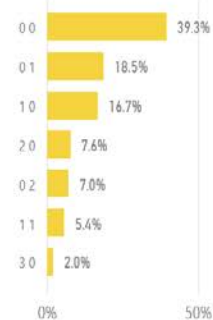
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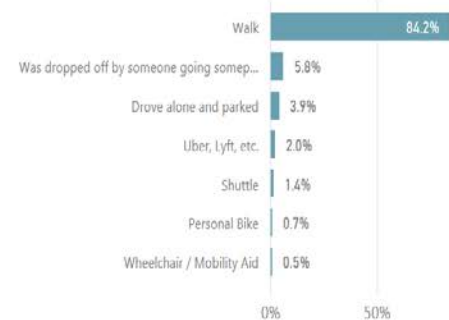
% and # by REGISTER_TO_WIN_Y_N



% and # by TRANSFERS_FROM and TRANSFERS_TO



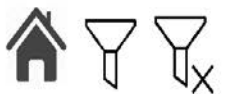
% and # by ORIGIN_TRANSPORT



% and # by ORIGIN_PLACE_TYPE



General Demographics (Pg. 2)



16.86K

of Surveys (All)