

ARC Travel Surveys and Model Development Updates

8/7/26 TCC meeting

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Atlanta Regional Household Travel Survey (ARHTS)

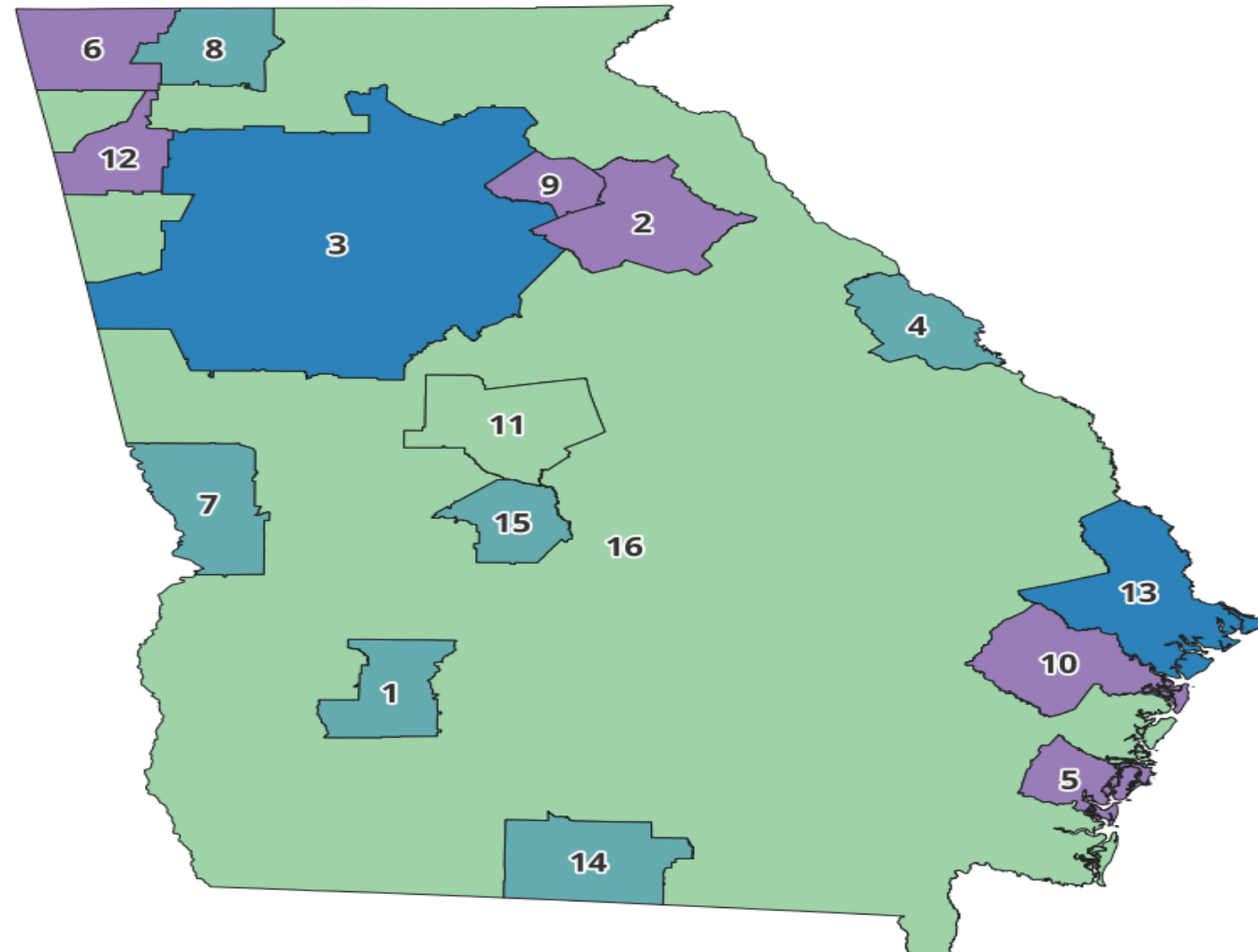
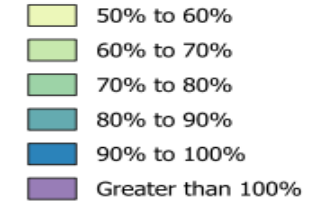
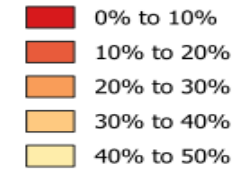
Purpose

- Last ARC household travel survey was in 2011...
- Update ARC travel demand model: estimation calibration validation
- Leverage GDOT's statewide add-on survey instrument
- Get a better understanding of trip rates in the region
- Understand pre-pandemic vs post-pandemic travel behavior
- Work-from-home vs return-to-office: telecommuting frequency
- Survey sample size: 1/200 households or 0.5% of households
- Cost estimate: 2.5M households * 0.5% = 12,500 households
- ARC needs 9,375 sampled households * \$200/survey = \$1,875,000.00

2024-2025 GDOT NHTS Statewide Add-On

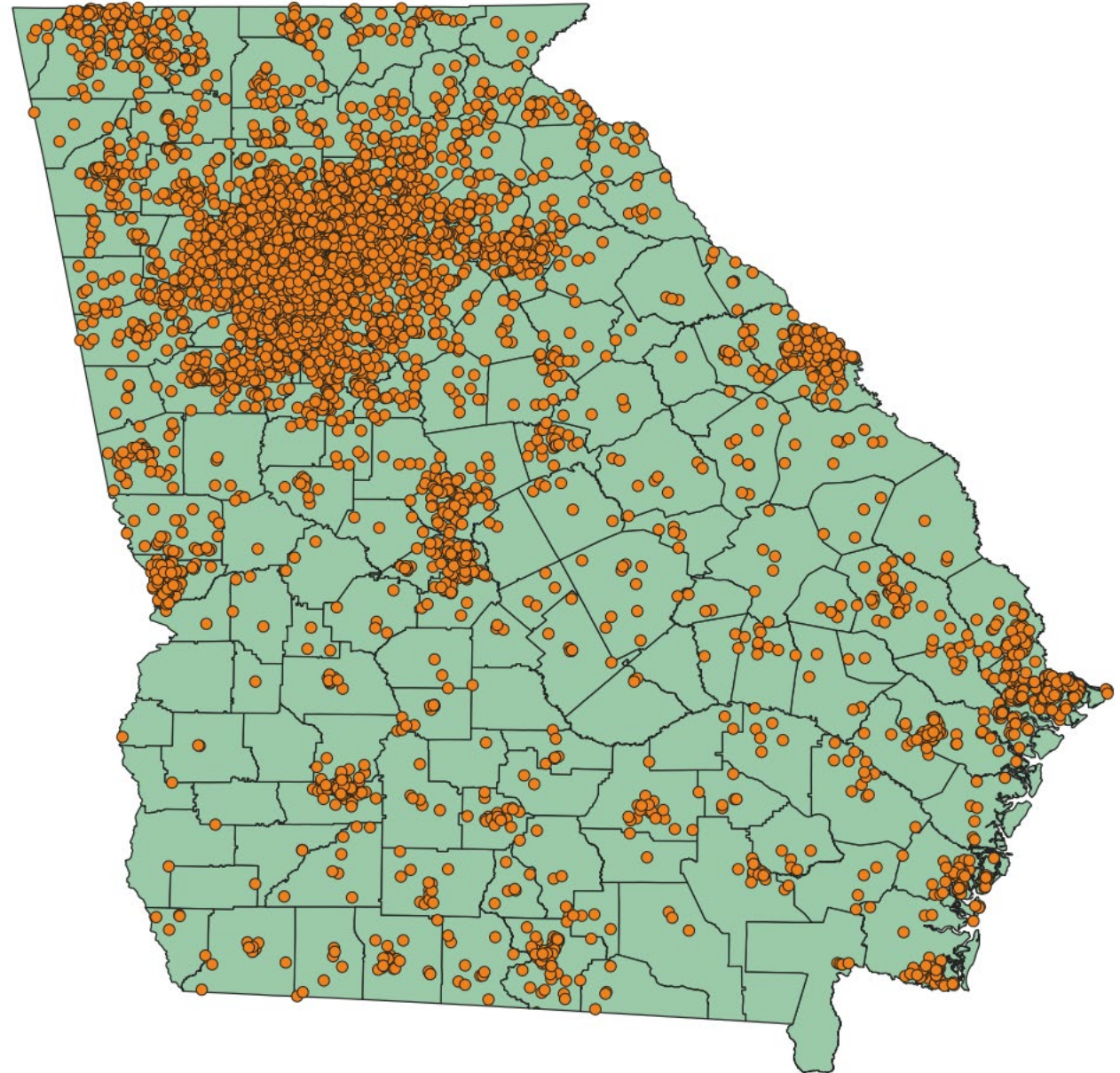
Completion % of Goal

Percent Complete



2024-2025 GDOT NHTS Statewide Add-On

Sample Household Location
by County



2024-2025 GDOT NHTS Statewide Add-On

Survey Goals and
Completion:

ARC: 86% weekdays
14% weekend

Survey Region	Region Name	Goal	Q3 Count	Percent of Goal
1	Albany MPO	73	60	82.19%
2	Athens MPO	132	174	131.82%
3	Atlanta ARC	3,551	3,346	94.23%
4	Augusta MPO	196	161	82.14%
5	Brunswick MPO	54	57	105.56%
6	Chattanooga MPO	92	100	108.70%
7	Columbus MPO	148	127	85.81%
8	Dalton MPO	81	70	86.42%
9	Jackson County	41	49	119.51%
10	Hinesville MPO	45	51	113.33%
11	Macon MPO	127	89	70.08%
12	Rome MPO	57	61	107.02%
13	Savannah MPO	246	238	96.75%
14	Valdosta MPO	78	65	83.33%
15	Warner Robins MPO	112	98	87.50%
16	Non-MPO Counties	1,217	926	76.09%
TOTAL		6,250	5,672	90.75%

NHTS 2024 Addon Maps - Georgia

Q3 Household Locations

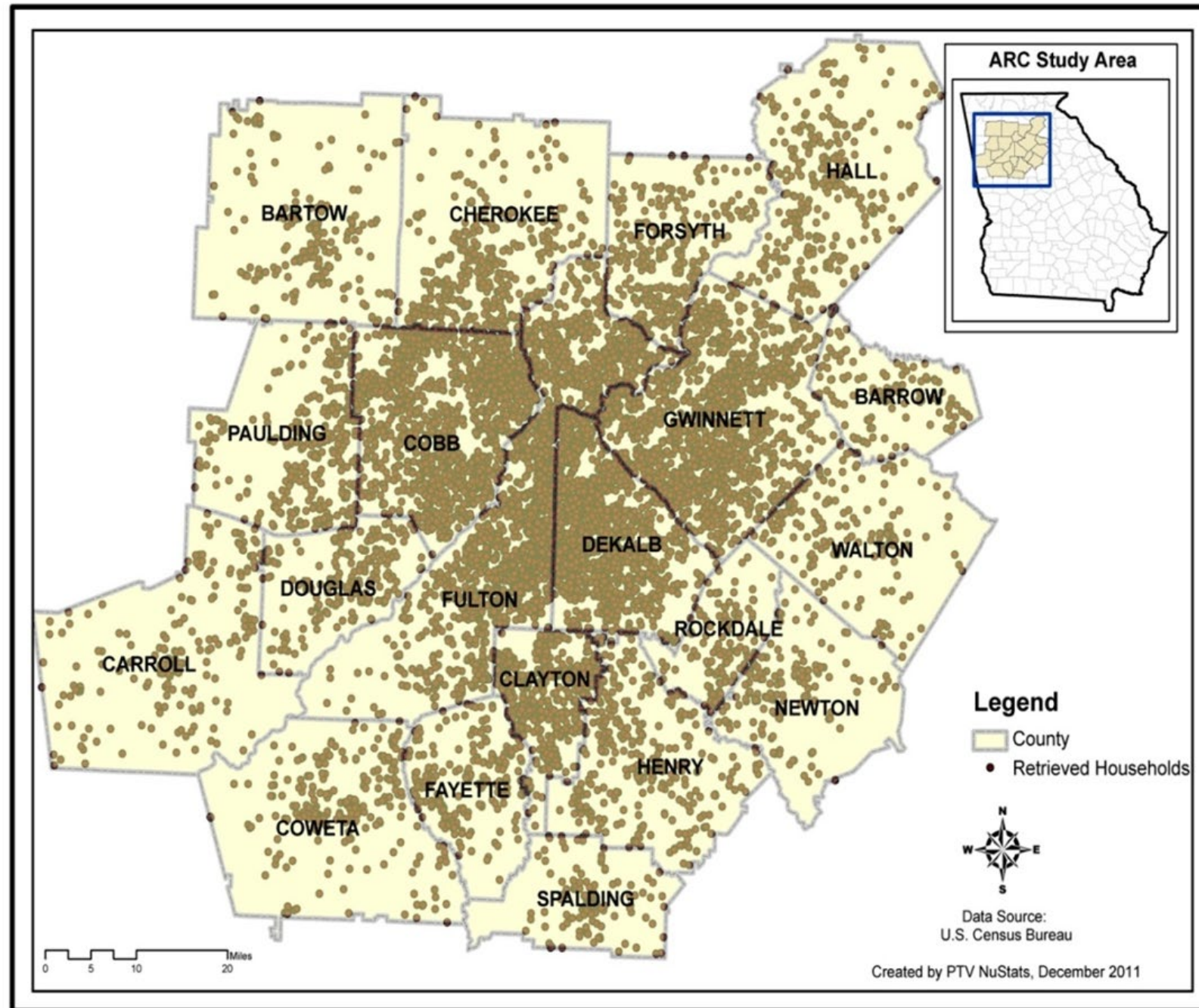
Region 3 - Atlanta ARC

Legend

- Sampled Household Location
- County



ARC 2011 survey



Funding

- **Total amount: \$1,875,000.00**
- **Funding sources:**
 - FTA 5303: \$1,500,000.00
 - 10% GDOT match: \$187,500
 - 10% ARC match: \$187,500
- **Timeline for expenditures**
 - 2026 budget: \$618,750
 - 2027 budget: \$1,256,250

Project Schedule

- GDOT approved FTA 5303's time extension to December 31, 2028, which previously had a completion date of 12/31/25
- ARC released RFP on 12/1/25, proposals due on 1/2/26
- Survey consultant selection on 1/16/26
- Survey: Fall 2026, after World Cup and school start
- Survey: January 2027 thru Fall 2027 (no summer survey)
- Survey data expansion & analytics: December 2027

Atlanta Regional Transit On-Board Survey (ARTOBS)

Purpose

- Last ARC transit on-board survey was in 2019
- Update ARC travel demand model
- FTA prefers post-pandemic survey for New Starts projects
- Update the Atlanta Regional STOPS Model (FTA's Simplified Trips-on-Project Software)
- Make Atlanta competitive again for FTA's Capital Investment Grants Program
- Survey sample size: 10% of daily transit riders
- 20,000 transit riders will be surveyed

Funding

- **Total amount: \$1,600,000.00**
- **Funding sources:**
 - ATL NOFO FY25 Transit Trust Fund (TTF): ARC awarded \$400,000.00
 - MARTA in-kind contribution (MARTA surveyors + MARTA police)
 - Surface Transportation Block Grant Program & ARC match: \$1,200,000
- **Timeline for expenditure:**
 - Start with drawing down on ATL/GTEA funding in Fall 2026 with survey
 - TIP Amendment included STBG funding in 2026, contract with GDOT Fall of 2026, expend STBG funding in 2027.

Project schedule

- **Spring 2026: ARC issued RFP**
- **Fall 2026: survey starts (non-MARTA transit systems)**
- **January 2027: survey starts on MARTA**
- **Spring 2027: survey completion (no summer survey)**
- **Summer 2027: survey data expansion and analytics**

Other Surveys & Transportation “Big Data” Needs for Model Estimation

- Airport / Air Passenger Travel Survey
- External Stations Updates with “Big Data”
- Origin-Destination “Big Data”
- College & University Travel Survey Data
- School Enrollment Data
- Toll Transactions [HOME - State Road and Tollway Authority](#)
- Probe Data Analytics (Speeds & Travel Times) + Traffic Counts
- ActivitySim Model Development (Estimation, Calibration, Validation) <https://github.com/atlregional/arc-activitysim>