

# Atlanta Regional Transit On-Board Survey

## 9/12/19 Update to RTC



<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

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

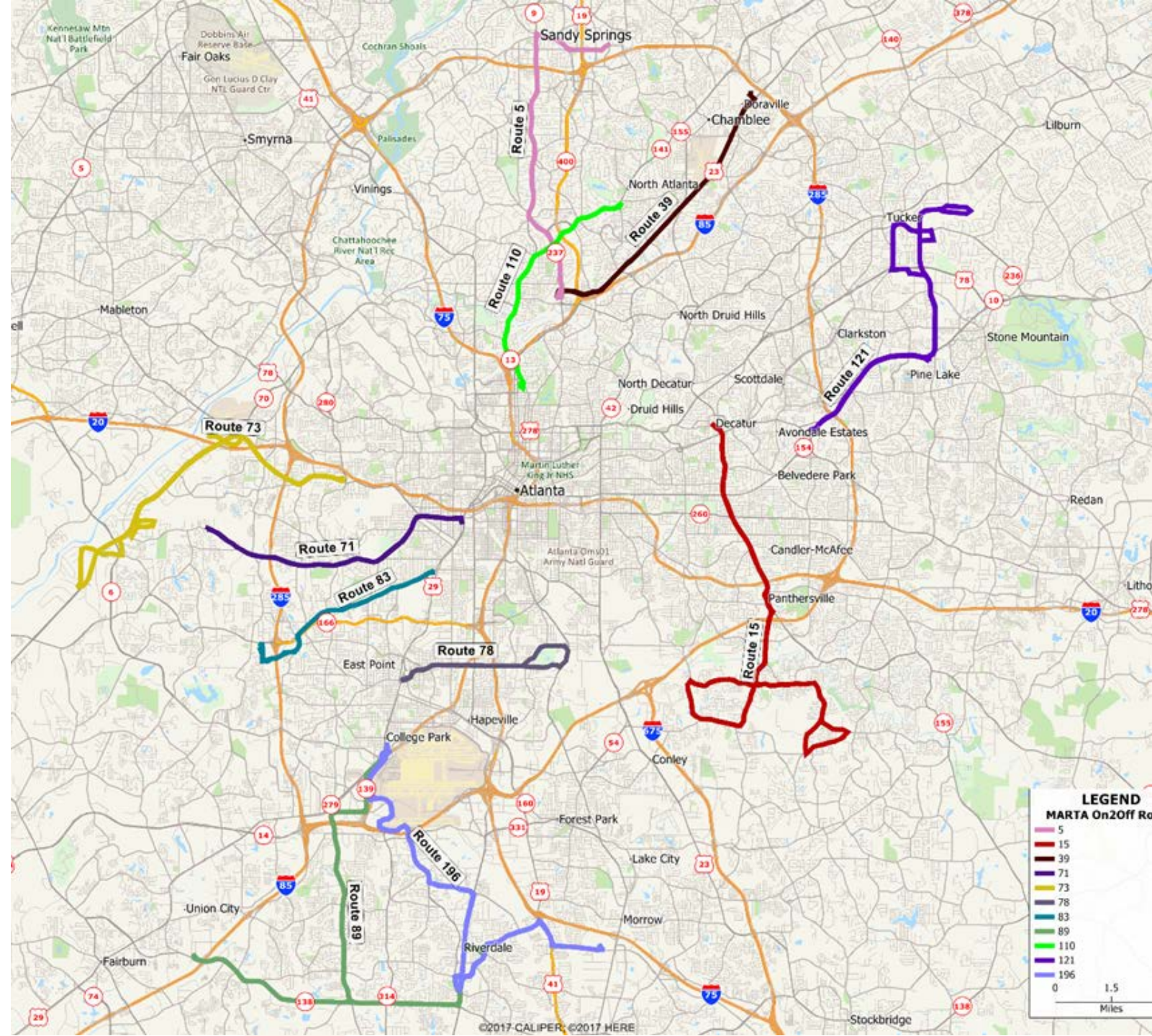
**SURVEY TEAM**  
**2019 RIDER SURVEY**





# 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







General Demographics (Pg. 2)



22117

# of Surveys (All)

# Where Are We At With The Survey?

## Progress Report

- 22,000 Surveys Completed
- 13,000 Surveys Remaining
- Closing Out Gwinnett Routes This Week
- SRTA / GRTA (Xpress): Almost Done
- Finish Out CobbLink Next Week
- Smaller Outlying Systems Remaining (Cherokee, Gainesville)
- MARTA Bus & Rail Remaining and Ongoing

# What Have We Learned Thus Far: Draft / Preliminary Observations & Trends

- More Passengers Get to their Origin & Destination by More Different Types of Modes of Access & Egress (Scooter, TNC, etc.):
  - Walk Access to Transit: 83%
  - Walk Egress from Transit: 85%
  - Park-N-Ride: Increased Usage
  - Dropped-Off / Kiss-N-Ride: Increased
- Transportation Network Companies / Ride-Hailing (Uber / Lyft):
  - As a Mode of Access to Transit:
    - ◆ 35% say they would Use TNC if Transit was not Available
    - ◆ Most Transit Riders say they have Used TNCs Before
    - ◆ 2% Use TNC to Get to their First Transit Access Point

# Next Steps: Transit On-Board Survey Smartphone App Trip Survey

- Supplemental Data Collection:
  - 1-Day Weekday “Tour” Travel Diary Survey
  - Sample Size: 1,000 Transit Riders
  - Better Understand Transit Travel Behavior and “Tours” Completed by Transit Riders
  - Update ARC’s Regional Activity-Based Travel Demand Model
  - Capture Types of Tours & Activities that are Completed by Transit Riders (“Trip Chaining”)



## There's An App for That, We're On the App Store

- On your Android Smartphone, Tablets & Devices, via the Google Play Store:  
<https://play.google.com/store/apps/details?id=com.etcinstitute.arctripsurvey>
- On your iPhone, iPad & iOS Devices, via the App Store:  
<https://apps.apple.com/us/app/arc-trip-survey/id1478255328?ls=1>
- No Smartphone? No Problem, Go Online:  
<http://mytrips.etcmain3.com/survey/etc?&type=public>

Store Preview

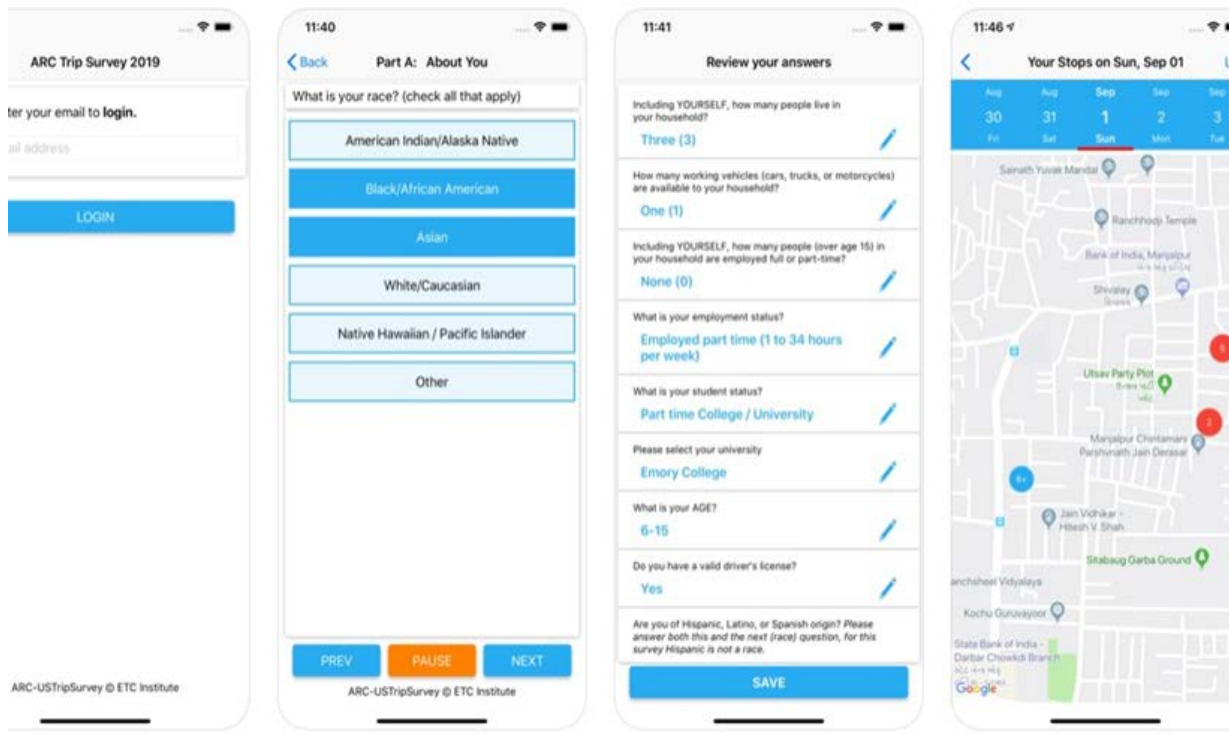
This app is only available on the App Store for iOS devices.



ARC Trip Survey 4+  
ETC Institute

Free

ie Screenshots



urvey app for ARC



ARC TripSurvey

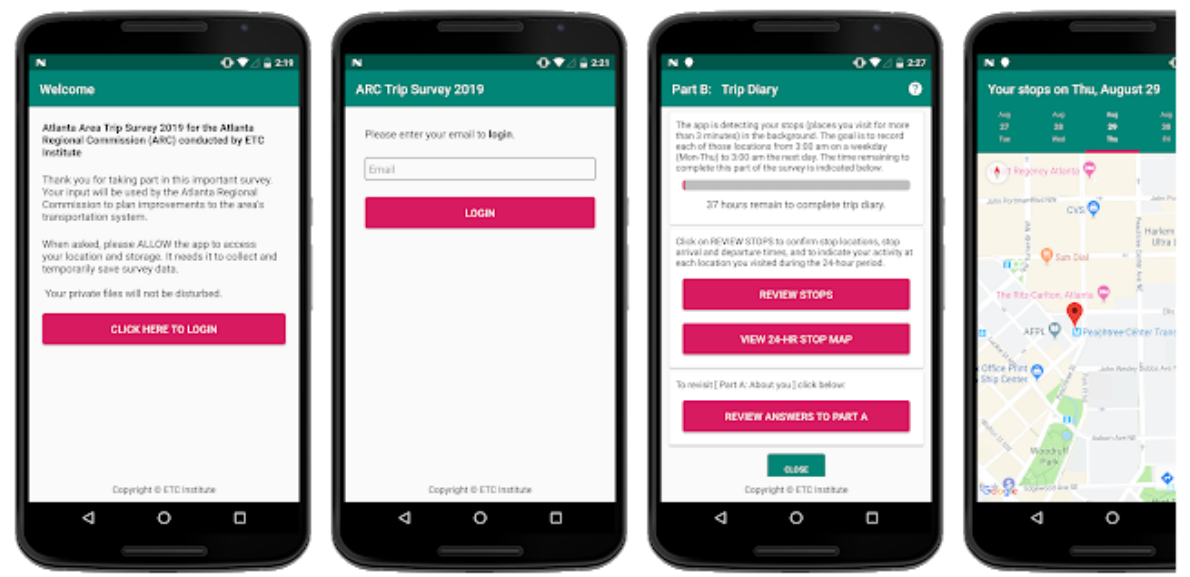
ETC Institute Travel & Local

Everyone

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ARC TripSurvey.

REVIEWS

Elizabeth Rodriguez  
★★★★★ September 4, 2019

User friendly, easy to use, does not kill battery

Review Policy

