



# ATLANTA REGIONAL COMMISSION (ARC)



ATLANTA REGIONAL COMMISSION

# Introductions

- Transit Staff
- Brad Carlson (ETC)
- Robert Evans(ETC)
- Pete Zaback(ETC)

# Agenda

- Overview of the project
- What you will be doing
- Expectations for conduct
- How to use the equipment
- How to conduct the survey
- Practical exercise for conducting the survey
- Adjourn

# Survey Purpose

Atlanta Regional Commission (ARC) is conducting a rider survey in order to improve transit forecasts by updating ARC's travel demand models. Data collected will help MARTA and other regional transit agencies gain a better understanding of how their services are being used.

# Survey Purpose

Most importantly, the data you will be collecting is important and will benefit the Atlanta Region and the surrounding areas for years to come.

Each individual passenger you interview, needs to be counted for future planning. It is very important to get that individuals information so that they and others like them may be represented in planning.

# Report Locations

We will be reporting at various rail stations throughout the project.

# Interviewer Position

As a Interviewer, your job will consist of riding on board regional bus and rail services and conducting in-person interviews with passengers.

You will approach passengers using a random selection method (to be described later in training), politely explain who you are and what the MARTA is doing (Collecting data to improve regional transportation), ask for participation, and conduct the survey using a personal tablet loaded with the survey.

# Expectations for Conduct

- Be On-time
- **Drivers and Transit employees are ALWAYS right!!!!**
- Business Casual Attire – Jeans are okay but make sure jeans are appropriate (no tears, excessively baggy). No saggy pants.
- Be polite and courteous to everyone (Employees/Passengers).
- Good hygiene is important.
- No headphones on the bus. If you want to listen to headphones, keep them hidden and use them only on break.
- Do not use the internet on the tablets for personal use.

# Expectations for Conduct

- Cell phone calls from the bus should be to supervisors or other survey staff for work purposes only. Personal cell phone calls should be made on break and should not involve foul language if on any of the transit systems property including bus stop shelters.
- No disrespectful behavior of any kind will be tolerated.
- No Data Fabrication...you will get caught (Possible Fines)

# Expectations for Conduct

- Do **NOT** hold up the line when people are getting on or off the bus
- The survey is **ALWAYS** voluntary. There is never a good reason to argue with anyone who doesn't want to participate in the survey.
- No eating / drinking / chewing tobacco / smoking / E cigarettes / vaping on the bus. No tobacco products while in your vest/near transit facilities including shelters.
- **Some one is always watching you**

# Expectations for Conduct

- Driver / Customer Interaction
  - No arguments with drivers / riders (**remove yourself from the situation**)
  - Even though you do not work for ARC or MARTA your behavior reflects on these agencies.
  - Passenger comments / complaints. “Thank you for your suggestions and/or I understand your comments and concerns. I am a subcontractor and I am sure that if you call customer service, they will also value your thoughts and opinions”.

# Supervisor Contact

- Contact Information
  - Project cell phone
  - AM Robert : 404-937-9628
  - PM Pete or Tyler : 404-936-8528
  - No VM, texts encouraged
  - Identify yourself and your issues quickly
- DO NOT BRING VALUABLES THAT DON'T FIT IN YOUR POCKET OR CARRYABLE BAG

# Safety

Your personal safety comes first.

- Always cross streets at appropriate crossing
- Always wear your vest (identifies you as a interviewer to security)
- Always have your hand on the hand rail if you are standing/walking on a moving vehicle

If you ever feel that your safety is being threatened, please get off the vehicle.

# ASSIGNMENT

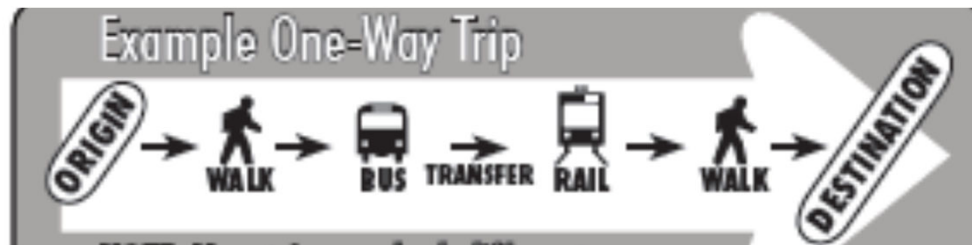
[illegible]

# ASSIGNMENT

	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						
	✓	✓	✓						

# Survey Elements / Data to Capture

The main elements we will be collecting during the interview is the passenger's one-way trip. A **one-way** trip is shown in the example below and differs from a **round trip**. A one-way trip is getting from point A to point B such as traveling from work to home, home to work, school to shopping, etc.



# Survey Elements / Data to Capture

We will also collect the passenger's home address. If a passenger is uncomfortable providing their precise home address, ask if they can provide the nearest cross streets or intersection. Other data we will collect includes:

- The time that the passenger boarded the bus that they are being surveyed on
- If the passenger will be making their return trip using the same exact routes (opposite direction)
- Fare information including fare type and discounted or regular fare
- Other various demographics

# Interview Length

The interview should take no longer than 5-6 minutes. Depending on amount of transfers used and other items, it may take a minute or two more. Once familiarized with the survey and program, you may be able to complete a survey in 4-5 minutes. Our expectations for surveyor productivity are no less than 5 completed surveys per hour that are accurate.

# Approaching Passengers

Approach passengers with a smile and introduce yourself as a surveyor. Make sure to approach the passenger with enthusiasm and do not be afraid when asking questions relating to demographics. Be polite even if the passenger declines the interview. Always thank the passenger at the end of the survey or if the passenger refuses.

# Approaching Passengers

If a passenger refuses to take the survey, quickly state the importance of the survey and how their individual input will contribute to transportation improvement. It is very important to capture that individual's trip and demographic information so that they may be counted in regional planning.

# Accuracy

It is of utmost importance that the correct address or cross streets are input into the survey. Address information must include:

- Complete address with correct city (you must verify city or zip code)
- If a passenger only gives an intersection (cross streets), we must have **two cross streets**. If the passenger only provides one cross street, you must ask for another intersecting street and then verify the city.
- If the passenger provides a place name, then you must verify the exact location of that place (streets and city).

# Break

We will now be taking a short break. Please return to the meeting room in approximately 15 minutes.