
On-to-Off Sampling Plan

ARC Regional Transit Survey On-to-Off Sampling Plan

Conducted on behalf of:
Atlanta Regional Commission (ARC)

Prepared by:

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On-to-Off Sample Plan

The On-to-Off (O2O) counts will be collected for fixed bus routes in the ARC region. Overall, more than 8,800 pairs will be collected across weekday bus services for MARTA. The remaining systems in the region either did not have enough route level ridership to benefit the expansion process. The collected O2O pairs will be used in conjunction with APC ridership during the Origin-Destination (OD) survey period to expand the OD interviews to the average weekday ridership (AWR).

All routes in the selected systems were reviewed to determine if the AWR was sufficient to warrant the O2O counts. A minimum AWR threshold of at least 3,000 is required to be a part of this effort. For each route surveyed, 20% of the AWR will have O2O pairs collected. All O2O counts will be collected on weekdays across all entire service day from March - April 2019.

Time of Day

The time of day definitions for MARTA are:

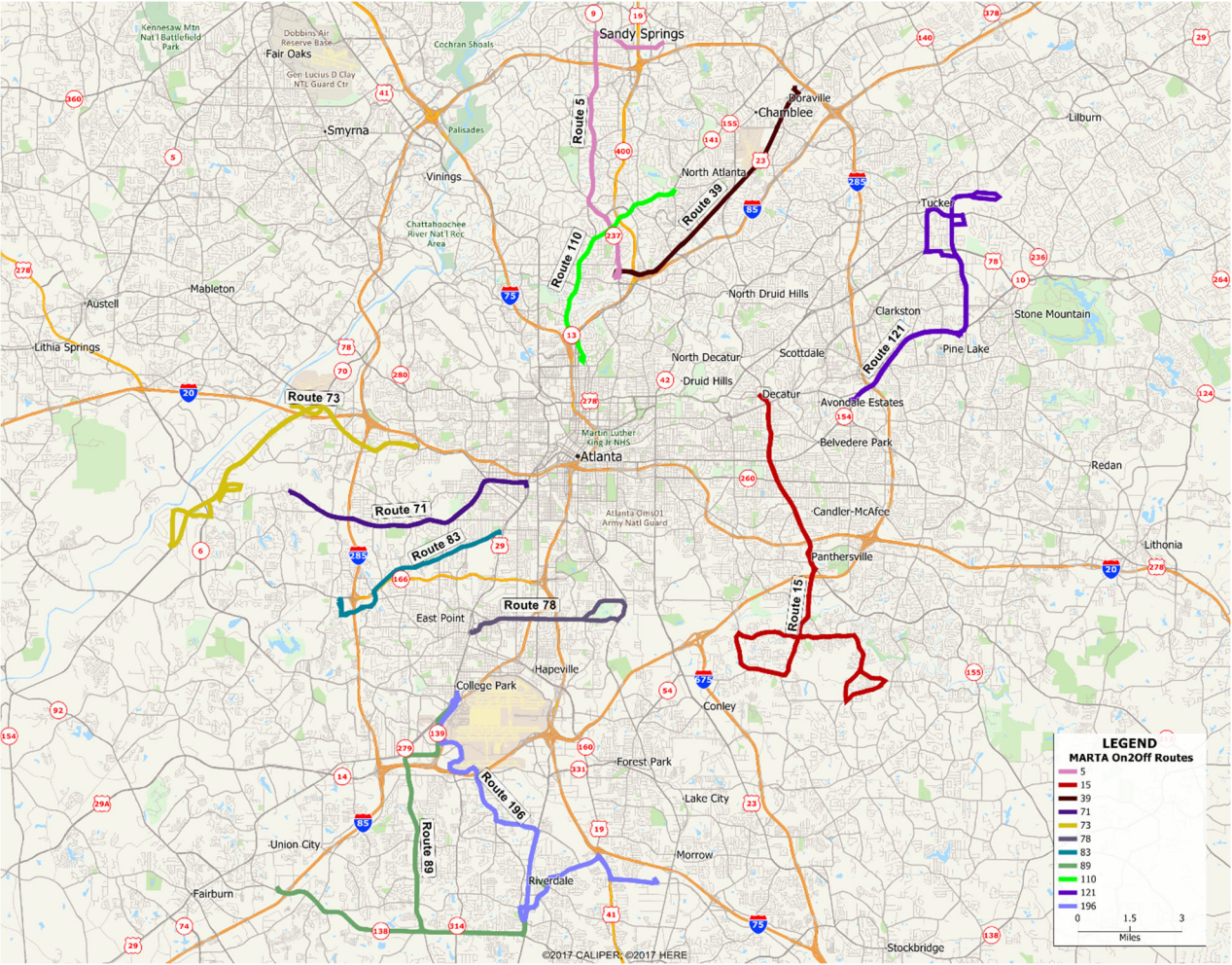
- Early AM: 3:00 a.m. - 5:59 a.m.
- AM Peak: 6:00 a.m. – 9:59 a.m.
- Midday: 10:00 a.m. – 2:59 p.m.
- PM Peak: 3:00 p.m. – 6:59 p.m.
- Late Night: 7:00 p.m. – 2:59 a.m.

Because ridership volumes occurring before the AM Peak period are not large enough to provide enough samples to benefit the expansion process, this ridership was collapsed into the AM Peak period. This is done because the early AM ridership is most likely to mimic the AM Peak ridership.

A detailed sampling plan which illustrates route level goals by direction and time-of day period is being submitted separately as an Excel file tab (ARC On-Board Survey Working Paper #2a – On-to-Off Sample Plan 20190326).

The map on the following page shows the routes being counted.

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Sample Goals

Route #	Route Name	Direction	Ridership					Total Ridership	Sampling Goals					
			AM Peak (Before 9:59am)	Midday (10:00am-2:59pm)	PM Peak (3:00-6:59pm)	Evening (7:00pm-2:59am)	Total		AM Peak (Before 9:59am)	Midday (10:00am-2:59pm)	PM Peak (3:00-6:59pm)	Evening (7:00pm-2:59am)	Total	Total Surveys
5	Piedmont Road / Sandy Springs	NORTHBOUND	571	622	558	310	2,061	3,820	86	93	84	46	309	764
		SOUTHBOUND	452	540	491	276	1,758		68	81	74	41	264	
15	Candler Road	NORTHBOUND	587	642	356	156	1,741	3,558	88	96	53	23	261	712
		SOUTHBOUND	258	585	601	373	1,817		39	88	90	56	273	
39	Buford Highway	NORTHBOUND	484	777	997	686	2,943	5,809	73	117	149	103	441	1162
		SOUTHBOUND	960	764	762	379	2,866		144	115	114	57	430	
71	Cascade Road	EASTBOUND	445	537	335	175	1,492	3,178	67	81	50	26	224	636
		WESTBOUND	247	503	601	336	1,686		37	75	90	50	253	
73	Fulton Industrial	NORTHBOUND	521	543	714	309	2,088	4,675	78	81	107	46	313	935
		SOUTHBOUND	827	637	677	446	2,587		124	96	102	67	388	
78	Cleveland Avenue	EASTBOUND	352	646	635	363	1,995	3,684	53	97	95	54	299	737
		WESTBOUND	469	636	385	199	1,689		70	95	58	30	253	
83	Campbellton Road	EASTBOUND	726	726	464	253	2,168	4,570	109	109	70	38	325	914
		WESTBOUND	290	712	857	542	2,401		44	107	128	81	360	
89	Old National Highway / Union City	NORTHBOUND	514	535	417	174	1,641	3,561	77	80	63	26	246	712
		SOUTHBOUND	335	558	655	373	1,920		50	84	98	56	288	
110	Peachtree Road / Buckhead	NORTHBOUND	491	600	482	225	1,798	3,634	74	90	72	34	270	727
		SOUTHBOUND	504	584	493	255	1,836		76	88	74	38	275	
121	Memorial Drive / N Hairston	NORTHBOUND	512	636	563	413	2,124	4,030	77	95	84	62	319	806
		SOUTHBOUND	511	702	459	235	1,906		77	105	69	35	286	
196	Upper Riverdale / Southlake	NORTHBOUND	760	643	297	224	1,925	3,773	114	97	45	34	289	755
		SOUTHBOUND	268	520	620	440	1,848		40	78	93	66	277	
TOTALS			42,593	13,648	12,417	7,142	44,291	44,291	1,663	2,047	1,863	1,071	6,644	8,858