



DEPARTMENT OF RESEARCH & ANALYSIS FIELD DATA COLLECTION UNIT

RIDERSHIP ADVISORY COUNCIL

DECEMBER 7, 2022

MISSION



R&A MISSION

We turn data into information to help MARTA make better decisions.

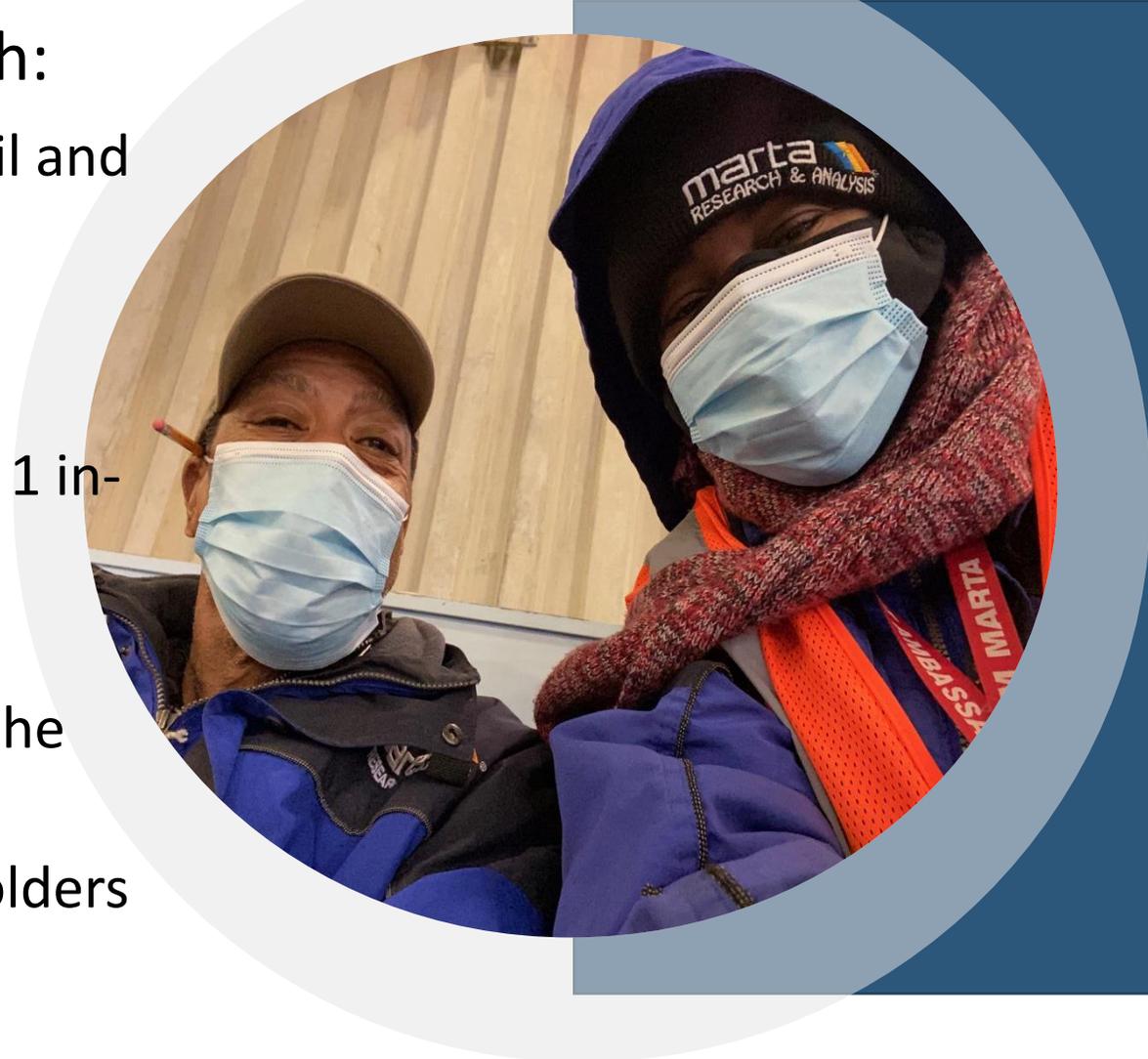


FDC MISSION

We give patrons a voice using diverse data collection methods and advance their insights to MARTA to create a higher quality customer experience.

We accomplish our mission with:

- Intercept interviews on the bus, rail and streetcar
- Telephone interviews with MARTA Mobility patrons
- We conduct focus groups and 1 on 1 in-depth interviews
- Online surveys
- Ongoing tracking study – Voice of the Customer
- Custom studies for MARTA stakeholders and external organizations
- Ridership counts



NEW PROJECT: ONLINE PANEL

- 500 + MARTA riders (or former riders)
- Diverse group
 - Demographics
 - Travel behaviors
 - Parts of the system travelled
 - Modes of transit used
- Will begin recruiting panelists next week
- Will begin surveying panelists in January or February



R&A COULD USE YOUR HELP

- Talk with friends, family, organizations
- Share link to recruitment survey and encourage participation
- Anyone with an interest in providing feedback to MARTA is welcome to participate, including occasional or former riders





QUESTIONS?